

# Barts *ratecard*

2022

## Advertorial

(text, images, direct link)

Article	€ 850,-
Production costs	€ 250,-
Advertorial video	pricing on request

## Article extra's

Item included in an existing article (fixed)	€ 500,-
Production costs	€ 200,-
Item in a short term article (1 month)	€ 400,-
Production costs	€ 200,-

## Social share \*

FACEBOOK	
Post (fixed)	€ 500,-
Production costs	€ 200,-
Story (24h)	€ 450,-
Production costs	€ 200,-

## INSTAGRAM

Feed post (fixed)	€ 950,-
Carrousel (+ per image)	€ 250,-
Production costs	€ 200,-
Story (24h)	€ 700,-
Extra clips (+ per clip)	€ 200,-
Production costs	€ 200,-

Reel (fixed on reel page)	€ 950,-
Production costs	€ 400,-

## PINTEREST

Post (fixed)	€ 500,-
Production costs	€ 200,-
Board (highlighted fixed)	€ 1.500,-

## Newsletter

Item (single block)	€ 500,-
Production costs	€ 200,-
Dedicated (8 blocks)	€ 3.000,-
Production costs	€ 600,-

## Bureau Bart

Concept creation	pricing on request
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## Hey Frits

### INSTAGRAM

Feed post (fixed)	€ 550,-
Carrousel (per image)	€ 75,-
Production costs	€ 100,-

Story (3 clips, 24h)	€ 350,-
Extra clips (+ per clip)	€ 25,-
Production costs	€ 100,-

### ADVERTORIAL

Article (text, images, link)	€ 650,-
Production costs	€ 200,-

## Advertisement (/pop-up)

Home page right side banner (with link, one week)	€ 1.750,-
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Home page right side banner (with link, one month)	€ 4.500,-
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Specified category right side banner (with link, one week)	€ 1.250,-
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Please note that other options/ website positions are possible as well.

## Bartventskalender / Barts Bingo

Find all specialized info via [this link](#)

## Barts Buis

Find all specialized info via [this link](#)

## Mediakit

For more info, facts and figures, please find our mediakit via [this link](#)

\*Please note that we might charge extra for special wishes like people included in the pictures. We can never promise to include kids. Or dogs. Or cats.

All prices are excluded of VAT.

Make sure to send a complete briefing. We handle one correction round conform briefing.

