

Content Marketing

Regio Online Nederland

EDITION 2024/2025
English

Regio Online Nederland

Content Marketing

Editorial publication single article - 49.95 EUR

1. Article that contains informative and quality content without brand or company names
 2. A maximum of 3 commercial links to the same website or subpages thereof
 3. Links are only tagged as do-follow
 4. Publication as editorial – e.g. 'By editors'
 5. Visibility on additional region pages (additional costs € 2.50 per region page)
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Advertorial publication single article - 49.95 EUR

1. Article that specifically promotes company and/or brand names
 2. A maximum of 3 commercial links to the same website or subpages thereof
 3. Links are tagged as sponsored and do-follow
 4. Publication as commercial – e.g. 'Advertorial'
 5. Visibility on additional region pages (additional costs € 2.50 per region page)
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Package discount

Pack of 10 Editorials/Advertorials (use within 1 year)* - 425.00 EUR
(42.50 EUR per article)

** Unused items will expire one year after purchase of the package. These are non-refundable. Unused items from a package are also not transferable to the next year.*

Banners

Interested in placing a banner on one of our regional pages? Please contact our sales department via communicatie@regioonline.nl or call +31 - 85-808 51 31. Due to the wide variety of sizes, we only offer banners on a quotation basis.

All prices are in Euro's (EUR) VAT excluded

Content restrictions

1. content that incites hatred, violence, discrimination, racism, libel, slander and/or insult
2. content that is sexually or pornographic in nature or refers to it
3. content about or referring to tobacco products, alcohol, drugs, CBD products, weapons, medication, gambling in any form
4. content about crypto currency and other risky financial products and/or services
5. Content that is intended to mislead readers with false information
6. content that spreads scams, spam, phishing, digital viruses, or other harmful items
7. content with claims of (alternative) medical products and/or services that are not scientifically substantiated, or may be harmful in any way
8. content that in any other way wants to cause harm or damage to readers or Regio Online Nederland

Other information about publications Content Marketing

1. Text must be supplied yourself, accompanying visual material is desirable
2. Images (stock) can also be selected by us (no extra costs)
3. Publication by default by category Domestic or 1 region page of your choice
4. Publication is permanent if possible, but at least 5 years*
5. Publication is indexed by major search engines (Google, Bing, Yandex)
6. Publication is shared on our national socials (Facebook, X, Instagram)
7. Publication on regional page is also shared on the linked regional Facebook page
8. Publications can be included in the Google News and Drimble newsfeeds
9. Texts are corrected by us if necessary for language and spelling errors
10. Links are always verified
11. Texts further optimized for SEO if necessary**

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12. Publication within 24 hours on weekdays, 48 hours on weekends, or at a later date/time
 13. After publication, all relevant publication data will be sent by e-mail for verification
 14. Invoicing to companies within the EU is done by e-mail, with a payment term of 30 days (for bank transfer)
 15. Businesses that want to pay via PayPal or are located outside the EU must pay the invoice in advance

** Guarantee placement period expires upon takeover or termination of Regio Online Nederland and/or its website regioonline.nl*

*** If useful for SEO, small adjustments are made. There will be no changes to the anchor texts. An internal link is included by default to relevant news item or the homepage. To be adjusted in consultation.*

Submitting an advertisement

Advertisements must be submitted no later than 24 hours on weekdays and 48 hours before the desired publication date on weekends via communicatie@regioonline.nl.

Copyright and liability of accompanying images

In the case of accompanying visual material, the correct copyright must always be clearly indicated and the person who supplies purchased visual material must be in possession of the correct license (if applicable). If a supplied photo infringes the copyright of third parties, Regio Online Nederland will hold the submitter of the image material liable for the costs incurred. If a royalty-free (paid) stock photo is included, please credit the website of this stock photo (e.g. iStock, Pixabay, Shutterstock, Adobe Stock, etc.) for our reference.

Payment terms

Regio Online Nederland uses a payment term of 30 days after the invoice date for companies within the EU, provided that payment is made by bank transfer. When paying via PayPal or payment from a country outside the EU, the invoice must be paid in advance. When purchasing a service from Regio Online Nederland, the customer of the service agrees to these payment conditions.

All terms and conditions

View all conditions on regioonline.nl/voorwaarden. By purchasing a product and/or service from Regio Online Nederland, you agree to these terms and conditions.

Ask a question

Please contact communication via communicatie@regioonline.nl or call 085 – 808 51 31 (Monday to Friday from 09:00 AM to 18:00 PM – timezone: GMT Amsterdam/Kopenhagen)

Administration

For questions about invoices and quotations, please contact our administration via administratie@regioonline.nl or call +31 - 85 – 808 51 31 (Monday to Friday from 09:00 AM to 18:00 PM – timezone: GMT Amsterdam/Kopenhagen)