



Ratecard 2024

# Digital & xMedia



# Marketing 2024

## Media without borders – for maximum effect

Ad Alliance is all about impact: for strong campaigns and strong brands. Which register we pull out for this depends entirely depends on the individual objectives of our customers, i.e. you. The range of possibilities is huge and offers the right solution for every situation: from small to huge, from standardized products to tailor-made overall concepts, everything is possible here. And above all: no limits – because cross-mediality is exactly our thing.

### The future is cross

The "CrossOver Evolution" launched last year as a large-scale innovation offensive for convergent marketing will be continued vigorously in 2024: In a large number of initiatives around products, automation and proof of performance and impact, we are tapping into cross-media potential for practice and combining the developments in a complementary way.



Now that ATV and online video can already be booked, played out and evaluated holistically, the focus in the coming year will be on the integration of linear TV into the overarching logics.

### More propulsion through data & tech

Benefits in terms of impact also arise from automation and individualization: We rely on the latest technology to make your everyday campaign easier and processes faster - and at the same time offer more transparency.

With our data expertise, your playout will be even more accurate, and your advertising media will become even more relevant: For example, we are establishing a new generation of innovative, data-driven forms of advertising under the banner of "Dynamic Creative Ads", in which a large number of data signals can be automatically incorporated in order to address each individual within the target group in a maximally specific manner.

### The creative all-round carefree package

Special ideas are and will remain indispensable for memorable campaign communication and sustainable brand building. With our Ad+Concept Studio as an in-house creative forge with the best connections to our publishers, you have the perfect partner for this.



From eye-catching special forms of advertising to individually designed, cross-genre networked campaign solutions with full service – our experts love to connect your brand with our portfolio in an effective way.

**We are ready for your goal-setting!**





# Portfolio

Brands love brands – especially when they are the strongest media brands in the country, which stand for quality and attitude and enjoy sympathy and trust among consumers. Campaigns benefit from brand safety and receive an additional boost through the charisma of the environments.

The brands listed here are only representative of the entire Ad Alliance portfolio with its more than 500 offers. Here you will find the right stage for every target group and every reach requirement.



## PRINT



## TV



## AUDIO



## DIGITAL



## ATV



ContentFinder:

> Find relevant editorial topics



# Ad Alliance Display

Established, reliable,  
wide-ranging

- **Quality environments** with high and scalable ranges
- **100% legal safety** thanks to high-quality and secure environments on strong brands
- **Full transparency** about sitelists and possible applications of inclusion and exclusion lists
- **Optimum visibility** through eye-catching placements
- **Ad clutter optimised** websites and products



CHEFKOCH



Eltern

WUNDERWEIB  
*wunderbar weiblich.*



SCHÖNER  
WOHNEN

LECKER




Brigitte








# Display prices

## Standard advertising formats

	Gross CPM in €		
	Run of Network	Run of Channel	Run of Site
<b>Multiscreen</b>			
Sticky Sitebar + MCA 1:1 <sup>1</sup>	45	70	85
Wallpaper + MCA 1:1 <sup>1</sup>	45	70	85
Billboard + MCA 1:1 <sup>1</sup>	40	65	80
Halfpage Ad + Mobile Medium Rectangle <sup>1</sup> 	30	50	65
Sticky Skyscraper + Mobile Medium Rectangle <sup>1</sup>	30	50	65
Medium Rectangle	30	45	60

 **Multiscreen:** Delivery between stationary and mobile is subject to availability. There is no entitlement to delivery on certain devices or inventories.

<b>Mobile</b>			
Mobile Interscroller	40	65	80
MCA 1:1	40	65	80
Mobile Interstitial 	40	65	80
Mobile Understitial	40	65	80
Mobile Medium Rectangle	30	45	60
MCA 2:1	30	45	60
MCA 4:1/6:1	15	20	35

<b>Desktop</b>			
Fireplace <sup>2</sup>	-	100	115
Sticky Sitebar	60	85	100
Wallpaper	60	85	100
Billboard	55	80	95
Halfpage Ad 	45	70	85
Sticky Skyscraper	45	65	80
Medium Rectangle	40	55	70
Superbanner	30	40	55
Ad Bundle	25	30	45

<sup>1</sup> Can also be booked with smaller mobile formats at the same price

<sup>2</sup> advertising formats are not available on the tablet

 **Note:**

- Individualised inventory compilations on request



# Ad Alliance Online Video

Moving, diverse,  
Wide-ranging

- Our versatile video landscape offers **effective placements** in the in-stream and out-stream product segments
- **In-Stream:** The Ad Alliance In-Stream portfolio includes user-induced spot placements in the video streaming, radio streaming and gaming environment
- **Out-Stream:** The Out-Stream Player and your advertising message are placed in the heart of the editorial article and thus in the immediate reading flow of the user
- **New product segment – content-roll:** out-stream usage situation meets in-stream quality standards - the player is placed within the article pages and starts as soon as it is 50% visible with high-quality video content
- Careful **quality management** ensures high-quality, fully transparent and 100% legal safety environments
- **Top visibility and high VTR** of your spots thanks to non-skippable video ads and viewable by design player

RTL +

Microsoft  
Casual Games

stern



RTL  
ZWEI

RTL

ntv

WELT

sport1

BurdaForward

united  
internet







BITO

iQ digital



# Online video prices

## Standard advertising formats

		Gross CPM in €			
		Run of Network	Run of Channel	Run of Streaming TV	Run of Site
<b>In-Stream &amp; Out-Stream</b>					
Spot Bundle		35	50	-	-
Bumper Ad (Spot Bundle)		25	40	-	-
<b>In-Stream</b>					
Pre- AND Mid-Roll		50	65	80	90
Pre- OR Mid-Roll		55	70	85	95
CTV Spot (Pre- AND Mid-Roll)		-	-	100	110
Bumper Ad (Pre- AND Mid-Roll) <sup>1</sup>		40	55	-	80
Content-Roll (Pre-Roll) <sup>1</sup>		45	60	-	85
<b>Out-Stream</b>					
In-Text Video		30	45	-	70
Bumper Ad (In-Text Video)		20	35	-	60

<sup>1</sup> Advertising formats are not available on CTV



Want more reach?

➤ Combine online video with ATV more details [here](#)



**Notes:**

- Prices always refer to the multiscreen price - playout on all technically available devices (CTV, desktop, tablet, mobile). Optional: Customised combination of devices + €10, CTV exclusion: free of charge
- The above prices apply up to a spot length of 30" seconds (exception: bumper ad up to 9"). There is a gross CPM surcharge of €5 for every 5 seconds of additional advert length.
- Individualised inventory compilations on request.
- Delivery subject to availability - no entitlement to delivery on specific devices or inventories within multiscreen, bundle or channel bookings.



# Targeting

## Display, In-Stream and Out-Stream

		Gross CPM surcharges in €
<b>Profile-based targeting</b>		
Socio-demographic / interest		+10
Smart Group / Behaviour Group		+15
Custom targeting		On request
<b>TV format-based targeting <sup>1</sup></b>		
		+10
<b>Sequential targeting</b>		
Digital	Reminder (Re-Targeting) / Incremental <sup>2</sup>	+10
Cross Device	Reminder / Incremental	+20
Cross Device	Frequency <sup>3</sup>	+25
<b>Keyword<sup>1</sup>/ Contextual targeting</b>		
		+15
<b>Technical targeting</b>		
Geo   State, city, postcode area		No surcharge

<sup>1</sup> Only bookable in RoN.

<sup>2</sup> Not bookable in the display category.

<sup>3</sup> The surcharges and specifications for cross-device listed here apply exclusively to a cross-genre extension from linear TV to digital video. towards digital video.



**Notes:**

- Surcharges are absolute additive gross CPT surcharges in euros and are subject to price adjustments during the year.
- The mark-up within a thematic targeting category (e.g. profile-based targeting) is calculated according to the targeting type with the higher mark-up. Surcharges from different targeting categories are added together.
- The combination of several targeting categories leads to a reduction in campaign reach. We recommend not combining more than two criteria in total.





# Fancy more...?

The ratecard shows only an excerpt from our diverse range of advertising formats, booking options and billing options. Feel free to [contact us](#) if you have any further requests!

We will be happy to advise you and make you an offer for our existing forms of advertising or develop completely customised concepts for you.

➤ You can find the entire portfolio on our website: [Digital Portfolio](#)

## Ad Specials

**Attention-grabbing eye-catchers for your advertising message** - with our display with our display - and Video Ad Specials.

## Native

Native advertising combines the **credibility and relevance** of advertising messages through **seamless integration** into editorial content and can become a real pull factor.

## Channels

**Choose from over 20 preconfigured channels** - from cars and travel to business and finance - our channels cover a wide range of user groups and interests

## Billing-form

In addition to CPM, we **also offer many other billing options** such as placements on a fixed price, cost-per-completed-view (CPCV), viewable CPM (vCPM) or cost-per-click (CPC) basis.

## Social

Whether **Instagram, TikTok, Pinterest** or **Facebook** - we speak social! Our media brands integrate your product natively into **our organic feed**.

# Ad Alliance xMedia

Simple crossmedia



ATV & Digital in one ad for maximum crossmedia reach.

## > Easy booking & implementation

- > ONE order
- > ONE volume
- > ONE price
- > ONE advertising material
- > ONE reporting
- > ONE billing

## > Crossmedia control & optimisation

- > Optimal control of xMedia campaigns with xMedia FC
- > Use xMediaAds across all genres for a wide range of campaign objectives with CrossDevice Targeting



# xMedia prices

			Gross CPM in €			
			Spot length	Focus-Genre <sup>2</sup>	Run of Network	Run of Channel
<b>ATV &amp; In-Stream</b>						
<b>BigScreen Spot</b>		10", 15", 20"	-	100	-	
		30"	-	125	-	
<b>ATV &amp; In-Stream &amp; Out-Stream <sup>1</sup></b>						
<b>xMedia Spot</b>		10", 15", 20"	<b>ATV</b>	76	88	
			<b>OLV</b>	64	77	
		30"	<b>ATV</b>	106	118	
			<b>OLV</b>	84	97	
<b>xMedia Bumper</b>		6"	<b>ATV</b>	57	69	
			<b>OLV</b>	48	61	

<sup>1</sup> Additive surcharge on the gross CPM apply for the following options: Out-Stream genre exclusion +€10, Mobile device exclusion +€10, CTV device exclusion: free of charge

<sup>2</sup> The focus genre (Addressable TV vs. Online Video) predominates in playout

- Notes:**
- Prices always refer to the multiscreen price - playout on all technically available devices (ATV, CTV, desktop, tablet, mobile).
  - Delivery subject to availability - no entitlement to delivery on specific devices or inventories
  - Individualised inventory compilations on request



# xMedia targeting

	Gross CPM surcharges in €
<b>Profile-based targeting</b>	
Socio-demographic / interest	+10
Smart Group / Behaviour Group	+15
Custom Targeting	On request

<b>Sequential targeting</b>		
Cross Device	Reminder / Incremental	+20
Cross Device <sup>1</sup>	Frequency	+25

<b>Technical targeting</b>		
Geo   Federal State, City, Postal Area Code		+5

<sup>1</sup> The surcharges and specifications for cross-device listed here apply exclusively to a cross-genre extension from linear TV in the direction of xMedia.



#### Notes:

- Surcharges are subject to price adjustments during the year.
- The mark-up within a thematic targeting category (e.g. profile-based targeting) is calculated according to the targeting type with the higher mark-up. Surcharges from different targeting categories are added together.
- The combination of several targeting categories leads to a reduction in campaign reach. We recommend not combining more than two criteria in total.



## General booking conditions

- All prices in Euro and subject to price adjustments during the year.
- The minimum booking volume for
  - Digital: 7,500 € customer net
  - xMedia: 15,000 € customer net (national campaigns), 7,500 € customer net (regional campaigns)
- Not all formats can be booked on all sites or in all price categories.
- Multiscreen and run of channel bookings: Delivery according to availability - No claim to delivery on certain devices or inventories
- You can find the GTCs at [www.ad-alliance.de/agb](http://www.ad-alliance.de/agb)

### **Terms of payment:**

Invoice due within 10 days of invoice date.  
Within this period, a 2% discount will be granted, unless, there are still older claims.



# Contact

## Ad Alliance – Headquarters

Ad Alliance GmbH  
Picassoplatz 1  
50679 Cologne, Germany  
Telephone: +49 (0)221 456-20  
Fax: +49 (0)221 456-26999  
[info@ad-alliance.de](mailto:info@ad-alliance.de)  
[www.ad-alliance.de](http://www.ad-alliance.de)

## Ad Alliance – Sales Offices

### Sales Office North

Überseeallee 10  
20457 Hamburg  
Telephone : +49 40 286686-282

[Verkaufsbuero.Hamburg@ad-alliance.de](mailto:Verkaufsbuero.Hamburg@ad-alliance.de)

### Sales Office Central Germany

Speicherstraße 53  
60327 Frankfurt am Main  
Telephone : +49 69 219338-282

[Verkaufsbuero.Frankfurt@ad-alliance.de](mailto:Verkaufsbuero.Frankfurt@ad-alliance.de)

### Sales Office West

c/o Design Offices GmbH  
Kaistraße 5  
40221 Düsseldorf  
Telephone : +49 211 90168-0

[Verkaufsbuero.Duesseldorf@ad-alliance.de](mailto:Verkaufsbuero.Duesseldorf@ad-alliance.de)

### Sales Office South

Balanstraße 73 (Haus 31 E)  
81541 München  
Telephone : +49 89 380153-282

[Verkaufsbuero.Muenchen@ad-alliance.de](mailto:Verkaufsbuero.Muenchen@ad-alliance.de)



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