

# Display prices

## 2026



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## Desktop

| Advertising form      | Gross CPM in € |                |             |
|-----------------------|----------------|----------------|-------------|
|                       | Run of Network | Run of Channel | Run of Site |
| Ad Bundle             | 25             | 30             | 45          |
| Superbanner           | 30             | 40             | 55          |
| Medium Rectangle      | 35             | 50             | 65          |
| Halfpage Ad           | 40             | 65             | 80          |
| Sticky Skyscraper     | 40             | 65             | 80          |
| Billboard             | 50             | 75             | 85          |
| Wallpaper             | 50             | 75             | 85          |
| Sticky (dyn.) Sitebar | 55             | 80             | 95          |
| Fireplace/ Skin Ad    | 75             | 90             | 105         |

## Mobile

| Advertising form        | Gross CPM in € |                |             |
|-------------------------|----------------|----------------|-------------|
|                         | Run of Network | Run of Channel | Run of Site |
| MCA 4:1/ 6:1            | 15             | 20             | 35          |
| MCA 2:1                 | 25             | 40             | 55          |
| Mobile Medium Rectangle | 25             | 40             | 55          |
| MCA 1:1                 | 35             | 55             | 70          |
| Mobile Interscroller    | 40             | 60             | 75          |
| Mobile Interstitial     | 40             | 60             | 75          |
| Mobile Understitial     | 40             | 60             | 75          |
| Mobile Halfpage Ad      | 45             | 65             | 80          |

Notes:  
Individualised inventory compilation on request



# Display prices 2026

## Multiscreen

| Advertising form                               | Gross CPM in € |                |             |
|------------------------------------------------|----------------|----------------|-------------|
|                                                | Run of Network | Run of Channel | Run of Site |
| Ad Bundle + Mobile Standard Format             | 20             | 25             | 40          |
| Medium Rectangle Multiscreen                   | 30             | 45             | 60          |
| Halfpage Ad Multiscreen                        | 40             | 65             | 80          |
| Sticky Skyscraper + Mobile Standard Format     | 30             | 50             | 65          |
| Sticky Skyscraper + Mobile Premium Format      | 35             | 60             | 75          |
| Billboard + Mobile Standard Format             | 40             | 65             | 80          |
| Billboard + Mobile Premium Format              | 45             | 70             | 85          |
| Wallpaper + Mobile Standard Format             | 40             | 65             | 80          |
| Wallpaper + Mobile Premium Format              | 45             | 70             | 85          |
| Sticky (dyn.) Sitebar + Mobile Standard Format | 40             | 65             | 80          |
| Sticky (dyn.) Sitebar + Mobile Premium Format  | 45             | 70             | 85          |

**Notes:**

We generally offer a combination of all desktop and mobile formats (subject to individual exceptions).  
In a multiscreen combination with a mobile standard format, one of the following advertising media can be selected: MCA 1:1, MCA 2:1, MCA 4:1, Mobile Medium Rectangle.  
In a multiscreen combination with a mobile premium format, one of the following advertising media can be selected: Mobile Interscroller, Mobile Interstitial, Mobile Understitial, Mobile Halfpage Ad.  
The selected mobile format must be specified when making a specific booking request.



# Targeting prices 2026

Gross CPM surcharges in €

|                                            |            |
|--------------------------------------------|------------|
| Profile-based targeting                    |            |
| Sociodemographics/ interest                | +10        |
| Smart Group/ Behaviour Group               | +15        |
| Custom Targeting                           | On request |
| Sequential Targeting                       |            |
| Reminder/ Incremental                      | +10        |
| Keyword/ Contextual Targeting <sup>1</sup> |            |
|                                            | +15        |
| Geo Targeting                              |            |
| State, city, postcode area                 | +5         |

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



# General booking conditions

All prices in euros and subject to price adjustments during the year.

Subject to changes and errors.

The minimum booking volume for

**ATV & xMedia:**

- 15,000 € net invoice amount (national campaigns)
- 7,500 € net invoice amount (regional campaigns)

**Digital:**

- 7,500 € net invoice amount
- Not all forms of advertising can be booked on all channels or in all environments in all price categories.
- Not all formats can be booked on all sites or in all price categories.
- Delivery subject to availability - no claim to delivery on certain inventories or devices.
- You can find the GTCs at [www.ad-alliance.de/agb](http://www.ad-alliance.de/agb)

**Terms of payment:**

Invoices are due within 10 days of the invoice date.

A 2% discount is granted within this period, unless there are still older receivables.



# Contact us

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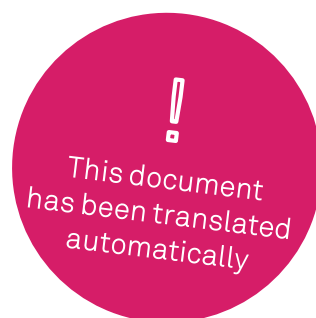
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