



Display prices

2027



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Desktop

Advertising form	Gross CPM in €		
	Run of Network	Run of Channel	Run of Site
Ad Bundle	20	25	40
Superbanner	25	35	50
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*	50	75	90
Fireplace/ Skin Ad	65	85	100

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	30	50	65
Mobile Interscroller	40	60	75
Mobile Interstitial*	40	60	75
Mobile Understitial	40	60	75
Mobile Halfpage Ad	40	60	75

Notes:
Individualised inventory compilation on request.
*Also bookable as a vCPM product upon request.



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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	35	60	70
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

Gross CPM surcharges in €	
Profile-based targeting	
Sociodemographics/ interest	+10
Smart Group/ Content Group	+15
Custom Targeting	On request
Sequential Targeting	
Reminder/ Incremental	+10
Geo Targeting	
State, city, postcode area	+5



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 Display is €7,500 net invoice value.

Individual campaign line items must amount to at least €1,000 net invoice value.

- 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

Terms of payment:

- Invoice due within 10 days of invoice date.
- A 2% discount will be granted within this period, unless there are still older receivables.



Contact us

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The General Terms and Conditions of Ad Alliance GmbH apply,
available at www.ad-alliance.de/agb.

Ad Alliance GmbH acts as a service provider for the marketer Media Impact GmbH & Co:

Ad Alliance GmbH acts for Media Impact on behalf of and for the account of Media Impact GmbH & Co.

The General Terms and Conditions of Media Impact GmbH & Co. KG apply, available at: www.mediaimpact.de/de/agb, unless
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