Display prices

2027

AdAlliance

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Desktop

Gross CPM in €

Advertising form	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

Gross CPM in €

Advertising form	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.**

Display Preise 2027

Multiscreen

	Gross CPM in €		
Advertising form	**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
Keyword and Contextual Targeting[1]	
	+15
Geo Targeting	
State, City, Postcode Area	+5

[1] Display-only booking available via 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 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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