

Kids Video Prices 2027



In-Stream



Gross CPM in €						
Advertising form (detailed info)	Spot Length	Kids Run of Network	Kids Run of Channel	Kids Run of Site	Kids Run of Format ¹	
with Spot	Pre – AND Mid-Roll	10"- 20"	70	75	85	95
		21" - 30"	75	80	90	100
	Pre – OR Mid-Roll	10"-20"	75	80	90	100
		21"-30"	80	85	95	105
	CTV Spot (Pre- AND Mid-Roll)	10"-20"	90	95	105	115
		21"-30"	95	100	110	120
	Bumper Ad (Pre- AND Mid-Roll) ²	up to 9"	60	65	75	85
	Vertical Bumper Ad (Toggo App only)	up to 9"			75	
without spot	CTV Pause Ad	-		120	130	

TOGGO Youtube



					Gross CPM in €	
Advertising form (detailed info)	Spot Length	TOGGO Youtube Run of Site	TOGGO Youtube Run of Format ¹	Toggo Universe ³ Run of Site	Toggo Universe ³ Run of Format ¹	
with Spot	Pre- AND Mid-Roll	up to 20"	70	80	75	85
	Pre- OR Mid-Roll	up to 20"	75	85	80	90
	CTV Spot	10"-20"	90	100	95	105
	(Pre- AND Mid-Roll)	21"-30"	95	105	100	110
	Bumper Ad (Pre- AND mid-roll, without CTV)	up to 6"	60	70	65	75

Targeting

Geo Targeting		Gross CPM surcharge in €
State, city, zip code area		+5

Notes:

- Individual compilation of devices + 10 €, CTV exclusion: free of charge
- Extra-length spots on request
- 1) Choice of environment Age and/or gender
- 2) RTL+ delivery on mid-roll only
- 3) Delivery on Toggo and Toggo Youtube



General booking conditions

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

Subject to changes and errors.

The **minimum booking volume** 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 every price category.
- Not all formats can be booked on all sites or in every price category.
- Delivery according to availability – no entitlement to delivery on certain inventories or devices.
- The terms and conditions can be found under www.ad-alliance.de/agb

Payment Terms:

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



Contact us

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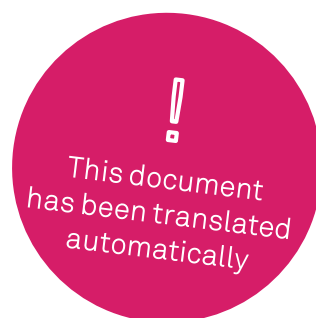
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The General Terms and Conditions of Ad Alliance GmbH,
available at www.ad-alliance.de/agb, apply.

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

For Media Impact, Ad Alliance GmbH acts in the name and on behalf of Media Impact GmbH & Co. KG.

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