



Targeting prices 2026



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Gross CPM surcharges in €

Profile-based Targeting

Sociodemographics/ interest	+10
Smart Group/ Behaviour Group	+15
Custom Targeting	On request

Sequential Targeting

Reminder/ Incremental	+10
Frequency ¹	+15

Keyword/ Contextual Targeting²

	+15
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Geo Targeting³

State, city, postcode area	+5
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¹ Surcharges apply exclusively to cross-genre renewals based on linear TV.
² Only Display can be booked in RoN.
³ With ATV Spot, localised playout of motifs can only be booked in combination with "Sociodemographics".



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

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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available at www.ad-alliance.de/agb.

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

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