



Video prices

2027



Big Screen Video

Gross CPM in €

	Advertising form (genre)	Spot length	Run of TV Streaming TV	Run of Site	Run of Format
With Spot	BigScreen Spot (ATV & In-Stream)	10", 15", 20" 30"	100 105		
	CTV Spot (Pre- AND Mid-Roll) (In-Stream)	10"-20" 21"-30"	100 105	110 115	115 120
	CTV Bumper Ad (Mid-Roll)¹⁾ (In-Stream)	6"-9"		100	
	ATV Spot (ATV)	10", 15", 20"	100		
	Switch In Spot (ATV)	10"	90		
	Switch In Bumper (ATV)	6"	75		
Without spot	BigScreen Frame (ATV & In-Stream)	10"	85		
	CTV Standard Content Frame (In-Stream)	10"		115	120
	CTV Pause Ad (In-Stream)	-		120	125
	Switch In XXL (ATV)	10"	70		

Multiscreen Video

Gross CPM in €

	Advertising form (genre)	Spot length	Run of Network	Run of Channel	Run of TV Streaming TV	Run of Site	Run of Format
With spot	xMedia Spot (ATV & In-Stream)	10", 15", 20" 30"	65 70	75 80	90 95		
	Pre – AND Mid-Roll (In-Stream)	10"-20" 21"-30"	50 55	65 70	80 85	90 95	95 100
	Pre- OR Mid-Roll (In-Stream)	10"-20" 21"-30"	55 60	70 75	85 90	95 100	100 105
	Bumper Ad (Pre- AND Mid-Roll)²⁾ (In-Stream)	6"-9"	40	55		80	
	Sponsoring Opener & Reminder³⁾ (In-Stream)	7"					90
Without spot	xMedia Frame (ATV & In-Stream)	10"		70			
	Standard Content Frame (In-Stream)	10"		70		95	100
	Pause Ad (In-Stream)	-				100	105

Notes:
– Customised combination of devices + €10, CTV exclusion: free of charge
– Extra-length spots on request
¹⁾ on RTL+
²⁾ Mid-Roll only and ROS exclusively on RTL+
³⁾ Calculated CPM, sponsorships are offered exclusively as a fixed daily price

Selected
advertising formats also
available on the **RTL
YouTube channels!**



Targeting prices 2027

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 ¹⁾	
State, city, postcode area	+5

¹⁾ For ATV spots, 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 In-Stream, ATV and xMedia 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.

General information

The prices for Sky Media's marketing offerings for 2027 are set out in a separate rate card.

Services provided by Sky Media are offered by Ad Alliance under the service model in the name and on behalf of Sky Media GmbH.



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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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