



# Video prices

## 2026



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## Big Screen

Advertising form (genre)	Spot length	Gross CPM in €	
		Run of TV   Streaming TV	Run of Site
<b>BigScreen Spot</b> (ATV & In-Stream)	10", 15", 20"	100	
	30"	105	
<b>CTV Spot (Pre- AND Mid-Roll)</b> (In-Stream)	10"-20"	100	110
	21"-30"	105	115
<b>ATV Spot</b> (ATV)	10", 15", 20"	110	
<b>Switch In Spot</b> (ATV)	10"	100	
<b>Switch In Bumper</b> (ATV)	6"	75	
<b>Switch In XXL</b> (ATV)	10"	70	

## Multiscreen

Advertising form (genre)	Spot length	Gross CPM in €				
		Run of Gaming	Run of Network	Run of Channel	Run of TV   Streaming TV	Run of Site
<b>xMedia Spot</b> (ATV & In-Stream)	10", 15", 20"		65	75	90	
	30"		70	80	95	
<b>Pre – AND Mid-Roll</b> (In-Stream)	10"-20"	40	50	65	80	90
	21"-30"	45	55	70	85	95
<b>Pre- OR Mid-Roll</b> (In-Stream)	10"-20"	45	55	70	85	95
	21"-30"	50	60	75	90	100
<b>xMedia Bumper</b> (ATV & In-Stream)	6"		55	65	80	
<b>Bumper (Pre- AND Mid-Roll)</b> (In-Stream)	6"		40	55		80
<b>xMedia Frame</b> (ATV & In-Stream)	10"			70		
<b>Standard Content Frame</b> (In-Stream)	10"			70		95

- Notes:
- Prices under "Multiscreen" always refer to payout on all technically available devices (CTV, desktop, tablet, mobile). Optional: Customised combination of devices + €10, CTV exclusion: free of charge
  - The above prices apply up to a spot length of 30 seconds (exception: bumper ad up to 9 seconds). There is a gross CPM surcharge of €5 for every 5 seconds of additional spot length for in-stream.
  - Individualised inventory compilations on request.
  - Delivery subject to availability - no entitlement to delivery on specific devices or inventories.



# Targeting prices 2026

Gross CPM surcharges in €

<b>Profile-based targeting</b>	
Sociodemographics / interest	+10
Smart Group/ BehaviourGroup	+15
Custom Targeting	On request
<b>Sequential targeting</b>	
Reminder/ Incremental	+10
Frequency <sup>1</sup>	+15
<b>Geo targeting<sup>2</sup></b>	
State, city, postcode area	+5

<sup>1</sup> Surcharges apply exclusively to cross-genre extensions based on linear TV.  
<sup>2</sup> 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

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](http://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.



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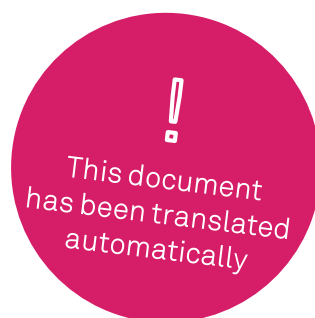
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