

# MediaDaten 2022

Digital-Preisliste | Gültig ab 01.01.2022

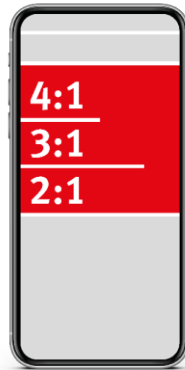


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1. Mobile
  2. Desktop
  3. Multiscreen Kombinationen

# 1. Mobile (TKP)



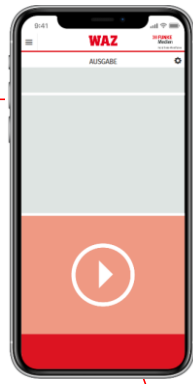
Mobile Banner +  
Reminder



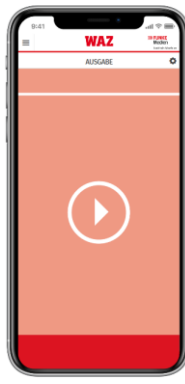
Mobile  
Content Ad



Mobile Poster Ad



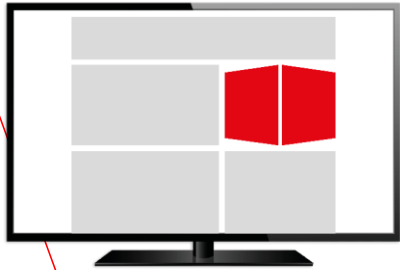
Mobile Floor Ad



Mobile Floor Ad XL

Werbeform	Rubrik	RoS/RoN
Mobile Content Ad 6:1	30,- €	25,- €
Mobile Content Ad 4:1	30,- €	25,- €
Mobile Content Ad 3:1	35,- €	30,- €
Mobile Content Ad 2:1	40,- €	35,- €
Native Style/Performance Ad	40,- €	35,- €
Mobile Medium Rectangle 1+2	45,- €	40,- €
Mobile Medium Rectangle mit Reminder	55,- €	50,- €
Halfpage Ad	55,- €	50,- €
Cube Ad/Carousel Ad	65,- €	60,- €
Mobile Floor Ad	65,- €	60,- €
Content Video Ad	70,- €	65,- €
Mobile Understitial (Parallax)	70,- €	65,- €
Mobile Poster Ad/Interscroller	70,- €	65,- €
Pre-Roll bis 30 Sek.	75,- €	70,- €
Mobile Floor Ad XL	75,- €	70,- €
Mobile Pushdown	75,- €	70,- €

## 2. Desktop (TKP)



Cube Ad



Wallpaper



Fireplace Ad



Ad Bundle

Werbeform	Rubrik	RoS/RoN
Skyscraper	20,- €	15,- €
Superbanner	20,- €	15,- €
Ad Bundle (Superbanner, Skyscraper, MR)	25,- €	20,- €
Medium Rectangle 1+2	45,- €	40,- €
Native Style/Performance Ad	50,- €	45,- €
Wallpaper	50,- €	45,- €
Half Page Ad	55,- €	50,- €
Carousel Ad	65,- €	60,- €
(Dynamic) Sitebar	65,- €	60,- €
Cube Ad	65,- €	60,- €
Prospect Ad	65,- €	60,- €
Catalogue Ad	65,- €	60,- €
Content Video Ad	70,- €	65,- €
Understitial (Parallax)	70,- €	65,- €
Double Sitebar	75,- €	70,- €
PreRoll bis 30 Sek.	75,- €	70,- €
Fireplace Ad	75,- €	70,- €
Billboard	75,- €	70,- €

# Multiscreen Kombinationen

## Desktop-Mobile-Kombinationen

Basic – Multiscreen-Preis		Rubrik	RoS/RoN
Desktop	Ad Bundle, Skyscraper, Superbanner, MR 1+2	30,- €	25,- €
Mobile	Content Ad 6:1, 4:1, 3:1, 2:1		
Advanced – Multiscreen-Preis		Rubrik	RoS/RoN
Desktop	Wallpaper, Halfpage Ad, (Dynamic) Sitebar, Cube Ad, Billboard, Prospect Ad, Native Style Ad	45,- €	40,- €
Mobile	MR (1+2), Halfpage Ad, Carousel Ad, Cube Ad, Floor Ad, Native Style Ad		
High Impact – Multiscreen-Preis		Rubrik	RoS/RoN
Desktop	Fireplace Ad, Billboard, PreRoll, Content Video Ad, Double Sitebar, Catalogue Ad <sup>1</sup>	65,- €	60,- €
Mobile	MR (mit Reminder), Interscroller, Pushdown, Floor Ad XL, PreRoll, Content Video Ad, Understitial (Parallax), Poster Ad		

# Kontakt

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