



## TARIFE DIGITAL 2018

### RUN OF SITE | Desktop

	Format	CPM CHF Brut	CPM CHF net
Premium	Billboard	25	17.5
	Halfpage Ad		
Basic	Universal Ad Package <sup>UAP)</sup>	10	7

UAP)

Kombination aus Leaderboard, Skyscraper & Medium Rectangle. Mindestens 2 Formate -eines davon zwingend das Medium Rectangle- sind anzuliefern.

### CONTEXT TARGETING | Desktop

	Format	CPM CHF Brut	CPM CHF net
Premium	Billboard	32.5	22.75
	Halfpage Ad		
Basic	Universal Ad Package <sup>UAP)</sup>	13	9.1

UAP)

Kombination aus Leaderboard, Skyscraper & Medium Rectangle. Mindestens 2 Formate -eines davon zwingend das Medium Rectangle- sind anzuliefern.