



TARIFE DIGITAL 2018

RUN OF SITE | Desktop

	Format	CPM CHF Brut	CPM CHF net
Premium	Maxiboard	25	17.5
	Billboard		
	Halfpage Ad		
Basic	Universal Ad Package ^{UAP)}	10	7
Special	Layer	70	49

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	Maxiboard	32.5	22.75
	Billboard		
	Halfpage Ad		
Basic	Universal Ad Package ^{UAP)}	13	9.1
Special	Layer	91	63.7

UAP)

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