









TARIFE DIGITAL 2018

RUN OF SITE | Desktop

	Format	CPM CHF Brut	CPM CHF net
Premium	 Wideboard	30	21
	 Maxiboard		
	 Billboard		
	 Halfpage Ad		
Basic	 Universal Ad Package ^{UAP)}	15	10.5
Special	 Layer	80	56
	 Interstitial		
	 Wallpaper	60	42
	 Skybridge		
	 Sitebar / Liquid Ad / Liquid Ad Plus ^{Host) Prod)}		

UAP)

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

Host)

Zusatzkosten: Hosting ohne Video + CPM 1.90 / Hosting mit Video + CPM 2.90

Prod)

Zusatzkosten Produktion: + CHF 410.-

CONTEXT TARGETING | Desktop

	Format	CPM CHF Brut	CPM CHF net
Premium	 Wideboard	39	27.3
	 Maxiboard		
	 Billboard		
	 Halfpage Ad		
Basic	 Universal Ad Package ^{UAP)}	19.5	13.65
Special	 Layer	104	72.8
	 Interstitial		
	 Wallpaper	78	54.6
	 Skybridge		
	 Sitebar / Liquid Ad / Liquid Ad Plus ^{Host) Prod)}		

UAP)

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





Host)

Zusatzkosten: Hosting ohne Video + CPM 1.90 / Hosting mit Video + CPM 2.90





Prod)

Zusatzkosten Produktion: + CHF 410.-



mobile RUN OF SITE | Mobile

	Format	CPM CHF Brut	CPM CHF net
Premium	 Mobile Wideboard	30	21
	 Mobile Poster Ad		
	 Mobile Medium Rectangle		
Basic	 Mobile Banner	15	10.5



mobile CONTEXT TARGETING | Mobile

	Format	CPM CHF Brut	CPM CHF net
Premium	 Mobile Wideboard	39	27.3
	 Mobile Poster Ad		
	 Mobile Medium Rectangle		
Basic	 Mobile Banner	19.5	13.65

video RUN OF SITE | Video

	Format	CPM CHF Brut	CPM CHF net
Special	 Pre Roll	70	49
	 In-Article Video	50	35

video CONTEXT TARGETING | Video

	Format	CPM CHF Brut	CPM CHF net
Special	 Pre Roll	91	63.7
	 In-Article Video	65	45.5