

# SCHWEIZER ILLUSTRIERTE

## TARIFE DIGITAL 2018

### RUN OF SITE | Desktop

	Format	CPM CHF Brut	CPM CHF net
Premium	Wideboard	70	49
	Maxiboard		
	Billboard		
	Halfpage Ad		
Basic	Universal Ad Package <sup>UAP)</sup>	50	35
Special	Layer	130	91
	Wallpaper	90	63
	Monsterboard		

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	Wideboard	91	63.7
	Maxiboard		
	Billboard		
	Halfpage Ad		
Basic	Universal Ad Package <sup>UAP)</sup>	65	45.5
Special	Layer	169	118.3
	Wallpaper	117	81.9
	Monsterboard		

UAP)

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

**mobile RUN OF SITE | Mobile**

	Format	CPM CHF Brut	CPM CHF net
Premium	Mobile Wideboard	70	49
	Mobile Medium Rectangle		
Basic	Mobile Banner	50	35
Special	Mobile Prestitial	130	91
	Mobile Interstitial		

**ADVERTORIAL | Content**

Format	Laufzeit	Platzierung Teaser	Leistung Teaser: AI Indikativ	Flatrate CHF brut	Flatrate CHF net
Teaser + Artikelseite	1 Woche	ROS	100 000	12 000	8 400