









TARIFE DIGITAL 2018




mobile RUN OF NETWORK | Mobile

	Format	CPM CHF Brut	CPM CHF net
Premium	 Mobile Wideboard	25	17.5
	 Mobile Medium Rectangle		
Basic	 Mobile Banner	5	3.5



mobile SOCIODEMOGRAPHIC TARGETING | Mobile

	Format	CPM CHF Brut	CPM CHF net
Premium	 Mobile Wideboard	32.5	22.75
	 Mobile Medium Rectangle		
Basic	 Mobile Banner	6.5	4.55



mobile INTEREST TARGETING | Mobile

	Format	CPM CHF Brut	CPM CHF net
Premium	 Mobile Wideboard	32.5	22.75
	 Mobile Medium Rectangle		
Basic	 Mobile Banner	6.5	4.55



video RUN OF NETWORK | Video

	Format	CPM CHF Brut	CPM CHF net
Special	 Pre Roll	50	35
	 In-Article Video	35	24.5

video SOCIODEMOGRAPHIC TARGETING | Video

	Format	CPM CHF Brut	CPM CHF net
Special	 Pre Roll	65	45.5
	 In-Article Video	45.5	31.85

video INTEREST TARGETING | Video

	Format	CPM CHF Brut	CPM CHF net
Special	 Pre Roll	65	45.5
	 In-Article Video	45.5	31.85

