



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 ^{UAP)}	50	35
Special	Layer	130	91
	Interstitial		
	Wallpaper	90	63

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 ^{UAP)}	65	45.5
Special	Layer	169	118.3
	Interstitial		
	Wallpaper	117	81.9

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	4 000	3 000	2 100