




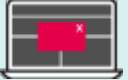







TARIFE DIGITAL 2018

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
	 Sitebar ^{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)

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
	 Sitebar ^{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	70	49
	 Mobile Medium Rectangle		
Basic	 Mobile Banner	50	35
Special	 Mobile Prestitial	130	91
	 Mobile Interstitial		