









TARIFE DIGITAL 2018




RUN OF SITE | Desktop

	Format	CPM CHF Brut	CPM CHF net
Premium	 Wideboard	25	17.5
	 Maxiboard		
	 Billboard		




CONTEXT TARGETING | Desktop

	Format	CPM CHF Brut	CPM CHF net
Premium	 Wideboard	32.5	22.75
	 Maxiboard		
	 Billboard		

mobile RUN OF SITE | Mobile

	Format	CPM CHF Brut	CPM CHF net
Premium	 Mobile Wideboard	25	17.5
	 Mobile Medium Rectangle		
Basic	 Mobile Banner	10	7

mobile CONTEXT TARGETING | Mobile

	Format	CPM CHF Brut	CPM CHF net
Premium	 Mobile Wideboard	32.5	22.75
	 Mobile Medium Rectangle		
Basic	 Mobile Banner	13	9.1