









TARIFE DIGITAL 2018

RUN OF NETWORK | Desktop

	Format	CPM CHF Brut	CPM CHF net
Premium	 Wideboard	30	21
	 Maxiboard		
	 Billboard		
	 Halfpage Ad		
Basic	 Universal Ad Package ^{UAP)}	15	10.5
Special	 Sitebar / Liquid Ad / Liquid Ad Plus ^{Host) Prod)}	60	42

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 NETWORK | Mobile

	Format	CPM CHF Brut	CPM CHF net
Premium	 Mobile Wideboard	30	21
	 Mobile Medium Rectangle		
Basic	 Mobile Banner	15	10.5
Special	 Mobile Prestitial	80	56
	 Mobile Interstitial		