



TARIFE DIGITAL 2018

RUN OF SITE | Desktop

	Format	CPM CHF Brut	CPM CHF net
Premium	Wideboard	90	63
	Maxiboard		
	Billboard		
	Halfpage Ad		
Basic	Universal Ad Package ^{UAP)}	55	38.5

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	117	81.9
	Maxiboard		
	Billboard		
	Halfpage Ad		
Basic	Universal Ad Package ^{UAP)}	71.5	50.05

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	90	63
	Mobile Medium Rectangle		
Basic	Mobile Banner	55	38.5

	Format	CPM CHF Brut	CPM CHF net
--	--------	--------------	-------------

video RUN OF SITE | Video

	Format	CPM CHF Brut	CPM CHF net
Special	Pre Roll	130	91