



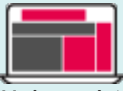





TARIFE DIGITAL 2018







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
Special	 Branding Ad + Halfpage Ad Multi Device	200	140

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
Special	 Branding Ad + Halfpage Ad Multi Device	260	182

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

video RUN OF SITE | Video

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

