



TARIFE DIGITAL 2018

RUN OF SITE | 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	Interstitial	80	56

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	39	27.3
	Maxiboard		
	Billboard		
	Halfpage Ad		
Basic	Universal Ad Package ^{UAP)}	19.5	13.65
Special	Interstitial	104	72.8

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	30	21
	Mobile Medium Rectangle		
Basic	Mobile Banner	15	10.5
Special	Mobile Interstitial	80	56

mobile CONTEXT TARGETING | Mobile

	Format	CPM CHF Brut	CPM CHF net
Premium	Mobile Wideboard	39	27.3
	Mobile Medium Rectangle		
Basic	Mobile Banner	19.5	13.65
Special	Mobile Interstitial	104	72.8

video RUN OF SITE | Video

	Format	CPM CHF Brut	CPM CHF net
Special	Pre Roll	70	49
	In-Article Video	50	35

video CONTEXT TARGETING | Video

	Format	CPM CHF Brut	CPM CHF net
Special	Pre Roll	91	63.7
	In-Article Video	65	45.5