



## TARIFE DIGITAL 2018

### RUN OF NETWORK | Desktop

	Format	CPM CHF Brut	CPM CHF net
Premium	Wideboard	25	17.5
	Maxiboard		
	Billboard		
	Halfpage Ad		
Basic	Universal Ad Package <sup>UAP)</sup>	10	7
Special	Layer	120	84

UAP)

Kombination aus Leaderboard, Skyscraper & Medium Rectangle. Mindestens 2 Formate -eines davon zwingend das Medium Rectangle- sind anzuliefern.

### mobile RUN OF NETWORK | Mobile

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

### video RUN OF NETWORK | Video

	Format	CPM CHF Brut	CPM CHF net
Special	Pre Roll	60	42
	In-Article Video	45	31.5