



TARIFE DIGITAL 2018

RUN OF NETWORK | Desktop

	Format	CPM CHF Brut	CPM CHF net
Premium	Wideboard	60	42
	Maxiboard		
	Billboard		
	Halfpage Ad		
Basic	Universal Ad Package ^{UAP)}	40	28
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	60	42
	Mobile Medium Rectangle		
Basic	Mobile Banner	40	28
Special	Mobile Interstitial	120	84
	Mobile Interstitial		

video RUN OF NETWORK | Video

	Format	CPM CHF Brut	CPM CHF net
Special	In-Article Video	80	56

