

Programmatic Advertising

media **impact** ■



Programmatic Services of Media Impact:

PBT | Guaranteed Deals | Branded Deals | Channel-/ ROS Deals | Standard and Special Formats



SSPs for deals

TOP BRANDS | MONTHLY AVERAGE VOLUMES (AD IMPRESSIONS)

	media impact ■	Bild	WELT	transfermarkt	finanzen.net	sport1	BUSINESS INSIDER DEUTSCHLAND
Unique User desktop	28.03m.	9.15m.	9.91m.	2.24m.	3.36m.	2.13m.	1.43m.
Unique User mobile	33.11m.	14.64m.	12.48m.	2.29m.	0.48m.	5.16m.	3.35m.
Ad Bundle	1,900m.	1,300m.	200m.	55m.	28m.	220m.	4m.
Billboard	1,000m.	900m.	2m.	11m.	2m.	13m.	0.2m.
Halfpage Ad	1,600m.	1,100m.	170m.	50m.	26m.	200m.	3m.
Sitebar	250m.	170m.	28m.	5m.	4m.	15m.	1.1m.
Mobile MRec	1,400m.	950m.	150m.	45m.	22m.	185m.	2.5m.

FORMAT SPECIFICS

Display

- Ad Bundle: 728x90, 120/160x600, 300x250
- Billboard: 970x250, 800x250
- Dynamic Sitebar: min. 300x600
- (sticky) Halfpage Ad: 300x600

Video

- Pre-/Mid-Roll: max. 30s, 640x360
- Outstream: 640x360



Display

- Medium Rectangle 300x250 (Mobile, InApp, Native)
- Content Ads 320x50, 320x75-150 (Mobile, InApp)

Video

- Pre-/Mid-Roll: max. 30s, 300x250
- Outstream: 300x250



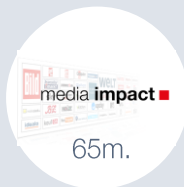
VIDEO SPECIFICS (PRE-ROLLS, 6-30 SEC)



30m.



11m.



65m.

average monthly volumes

- Player sizes: desktop 640x360, mobile 300x250
- VTR > 70%
- CTR > 2%
- full-/semi-transparent
- non skippable

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