



Click-optimized delivery of your campaign across the entire MI mobil portfolio – mobile web and In-App!

- Benefit from the high quality and large MI mobile reach!
- Bundling of standard advertising media into a mobile AdBundle (Content Ad + Medium Rectangle) for an optimal performance.
- Classic targeting such as operating system, time, etc. is possible.¹

Formats	ROP Gross CPC
Medium Rectangle + Mobile Content Ad 6:1 / 4:1 ²	€1.60

1) No combination with MI data products possible.

2) Combination must contain at least one Content Ad and one Medium Rectangle.

Please note: Minimum duration 2 weeks, please deliver at least 3 Creatives, only one Creative per Redirect, clicks are not guaranteed.

Technical specifications of the advertising formats and dimensions can be found at <https://www.mediaimpact.de/de/digital-formateAll> prices are (unless otherwise stated) TKP or fixed prices, less usual discounts and AE, plus VAT. | Changes and errors excepted.