



Your advertising message embedded in our editorial premium environment!

- Native performance ads are dynamic image text ads. They are played out in Media Impact's high-reach premium portfolio and adapt their layout to the respective website. The defined layouts ensure that your message is embedded in the editorial environment and stands out through the use of set accents (e.g. coloured headlines).
- Continuous monitoring ensures optimized control, click-optimized payout and relevant traffic to your website.

Product	Format	Gross CPC
Native Performance Ads Desktop ROP	Medium Rectangle	2,00 €
Native Performance Ads Mobile ROP	Mobile Content Ad 2:1	1,30 €

Please supply several motifs, we recommend approx. three motifs per 2,000 clicks booked. The creation costs will be covered by Media Impact. We recommend a minimum booking volume of 5.000,-€ n/n.