



Your advertising message embedded in our editorial premium environment!

- Native style 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).
- Native Style Ads can be booked classically as a network rotation, with targeting or in a thematic combo.

Product	Format	Gross CPM
Native Style Ads Multiscreen ROP	Medium Rectangle + Mobile Content Ad 2:1	20 €

The creation costs will be covered by Media Impact. We recommend a minimum booking volume of 5.000,- € n/n. Mobile-/Desktop-only: +10€ CPM.