



## Guaranteed to be seen!

- Our viewability products ensure optimal visibility with maximum media performance.
- Guarantee on the Viewability 100/1<sup>1</sup>
- View Impact ROP und TC: delivery and optimization within our strong portfolio
- Further targeting possible depending on available reach<sup>2</sup>

Formats <sup>3</sup>	Combination	ROP
Halfpage Ad + Sticky Content Ad 6:1 / 4:1	50 €	40 €
Sticky Billboard / Sitebar + Sticky Content Ad 6:1 / 4:1	65 €	55 €
Fuse Ad (Billboard & Content Ad 1:1)	n/a	75 €
Fuse Ad (Billboard & Medium Rectangle)	n/a	65 €

1) 100% of the booked Ads are 100% visible for at least 1 second. Booking cannot be ruled out and can burden the tracking and ad server costs of the customer / agencies.

2) On request. CPM surcharge Targeting refers to a maximum of three targeting criteria

3) These formats are sticky for 2-3 seconds and then remain in their original position. Reporting basis: AppNexus Reporting Media Impact. After consultation, a campaign-based measurement with a third-party provider is possible, whose figures are relevant for settlement in this case.

Technical specifications of the advertising forms and dimensions can be found at <http://www.mediaimpact.de/specs> or <http://www.mediaimpact.de/abmessungen>  
All prices are (unless otherwise stated) CPM or fixed prices, less usual discounts and AE, plus VAT. | Changes and errors excepted.