

CPM RATECARD 2019

media impact ■



		DESKTOP			
MULTISCREEN		AdBundle, Skyscraper, Superbanner, Native Style Ads ¹ , Medium Rectangle	Wallpaper, Halfpage Ad	Fireplace, Sitebar, Floor Ad, Billboard ⁴	Interstitial ³ , Video Wall ⁵ , Cinematic Ad ⁶ , Double Dynamic Sitebar ⁷
MOBILE	Mobile Content Ad 6:1 + 4:1 ¹ , Mobile Native Style Ads ¹	Context: 50 € ROS: 40 € TC: 30 € ROP: 20 €	Context: 60 € ROS: 50 € TC: 40 € ROP: 30 €	Context: 75 € ROS: 65 € TC: 55 € ROP: 45 €	Context: 80 € ROS: 70 € TC: 60 € ROP: 50 €
	Mobile Content Ad 2:1, Mobile-/Social- ² Medium Rectangle, Push Ad	Context: 60 € ROS: 50 € TC: 40 € ROP: 30 €	Context: 70 € ROS: 60 € TC: 50 € ROP: 40 €	Context: 85 € ROS: 75 € TC: 65 € ROP: 55 €	Context: 90 € ROS: 80 € TC: 70 € ROP: 60 €
	Mobile Content Ad 1:1, Understitial	Context: 70 € ROS: 60 € TC: 50 € ROP: 40 €	Context: 80 € ROS: 70 € TC: 60 € ROP: 50 €	Context: 95 € ROS: 85 € TC: 75 € ROP: 65 €	Context: 100 € ROS: 90 € TC: 80 € ROP: 70 €
	Interstitial ³ , Interscroller Ad	Context: 75 € ROS: 65 € TC: 55 € ROP: 45 €	Context: 85 € ROS: 75 € TC: 65 € ROP: 55 €	Context: 100 € ROS: 90 € TC: 80 € ROP: 70 €	Context: 105 € ROS: 95 € TC: 85 € ROP: 75 €
VIDEO + SNAPCHAT DISCOVER	PreRoll, MidRoll, Header Outstream Ad (up to 20 seconds) ⁸	Context: 100 € ROS: 90 € TC: 90 € ROP: 70 €		Sticky Half Page Ad + Sticky Content Ad 6:1 / 4:1	Context: n/a ROS: n/a TC: 50 € ROP: 40 €
	InText Outstream Ads ⁹ (up to 20 seconds)	Context: 60 € ROS: 50 € TC: 50 € ROP: 40 €		Sticky Billboard / Sitebar + Sticky Content Ad 6:1 / 4:1	Context: n/a ROS: n/a TC: 65 € ROP: 55 €
	Bumper Ads (PreRoll up to 6 seconds) ¹⁰	Context: 70 € ROS: 60 € TC: 60 € ROP: 50 €		Billboard + Content Ad 1:1	Context: n/a ROS: n/a TC: n/a ROP: 75 €
	BILD SNAPCHAT DISCOVER ¹¹ Vertical Video	Context: n/a ROS: 65 € TC: n/a ROP: n/a		Billboard + Mobile Medium Rectangle	Context: n/a ROS: n/a TC: n/a ROP: 65 €
			VIEW IMPACT ¹²		
			VIEW FUSE AD ¹²		
			VIEW SPECIALS		

MULTISCREEN - Traffic distribution between desktop and mobile according to availability.

Abbr.: ROS: Run over Site, TC: Thematic Combo, ROP: Run over Portfolio

Additional options:

Mobile- / Desktop- / Tablet-only
Expandable Ads
VideoRoll (In- / Outstream combination)
Daten-Produkte
Tandem- / Triple Ads

Basic price + 10 € CPM
+ 10 € CPM
Please see separate rate card.
Please see separate rate card.
Highest pricing category plus device surcharge.

Remarks:

- 1) Billing RoP on CpC basis possible (excluded: Bild.de and Bild.mobil).
- 2) Currently bookable in Facebook Instant Articles and Google AMP (Accelerated Mobile Pages) on AutoBild, Bild.de, finanzen.net, computerbild.de, transfermarkt.de, Lifeline (9monate.de, herzberatung.de, haminkontinenz.de, yavivo.de). Additional media will follow. Only Google AMP bookable on Welt.de.
- 3) Not bookable on: AutoBild, Bilanz, BILD, Bild Sport, Bild der Frau, Business Insider, B.Z., ComputerBild, eKitchen, Finanzen.Net, Fitbook, Hörzu, Iconist, Klack, Noizz, SportBild, Stylebook, Techbook, Travelbook, TV Digital, TV Direkt, Welt.
- 4) A surcharge of 20€ CPM on each billboard booking (combination with a mobile format or individual booking) applies to autobild.de.
- 5) On Bild.de only bookable as homepage fixed placement. Not available in thematic combinations or RoP.
- 6) On SportBild as fixed placement only. Not bookable on: Bild, Bild Sport, Transfermarkt, idealo, kaufDA, MeinProspekt, RollingStone, Musikexpress, MetalHammer.
- 7) On Bild.de, Sportbild.de and B.Z. as fixed placement only. On Autobild.de, Computerbild.de, Welt.de, Fitbook, Stylebook, Techbook and Travelbook within context and RoS only.
- 8) Excess length (21-30 seconds) + 20 € CPM // short spots (7-15 seconds) - 10 € CPM // VPAID + 10 € CPM
- 9) Excess length (21-30 seconds) + 20 € CPM // short spots (7-15 seconds) - 10 € CPM // Also bookable on CPCV basis.
- 10) Can optionally also be booked on YouTube.
- 11) Bookable as mobile only (without mobile-only surcharge).
- 12) Delivery guarantee on Viewability 100/1 (not bookable on Bild.de and Bild.mobil).