OLYMPIA 2020
Marketing WELT Digital
OLYMPIA
wELT
Media Impact
WELT bundles the appearances of TV, online, mobile and app under a strong, multimedia brand that stands for progressive, high-quality and dynamic topics on all channels.
WELT stands for a wide range of publications in TV, print and digital. WELT covers all journalistic formats - from news and opinions to documentaries.

Every story - whether as text, video, photo or live reporting - follows the claim of providing reliable and user-oriented information and inspiring our audience with passionate journalism, innovative products and the joy of experimentation.
WELT.de accompanies the Olympic Games with extensive, highly topical coverage. This includes editorial news and videos about athletes and coaches, opinions and discussions from and with the sports experts as well as current results and all events in the live ticker and in the medal table.
Make yourself the exclusive sponsor of the Olympia 2020 Channel!

**PRESENTING-PACKAGE MULTISCREEN**

A billboard (stationary), a medium rectangle (multiscreen) and the logo of your brand (multiscreen) are permanently placed on each side of the channel.
In addition, the presenter is included in the medal table with his logo.

The module will be integrated into the homepage, the sports channel and the channel and article pages of the Olympic channel.
Optionally, we guarantee a fixed value of clicks for your presentation or your odds integration.

For this we switch on the Clickbooster. It is played out in affine environments and ROS with the formats AdBundle, Mobile Content Ad 4:1 and Mobile Medium Rectangle.
In this version of the brand story, branding works in a playful way: we create an entertaining quiz based on graphics, figures and facts from the customer’s field of activity / industry.

**Advantages of the Quiz Brand Story:**

- Strongly illustrated, exciting and entertaining presentation for a playful approach to the topic.
- The individual "knowledge bits" are very suitable for mobile dissemination via social networks.
- Smart content, entertainment at a high level and a subtle brand message that’s fun to watch.
Use the InText Outstream Video Ads\(^1\) format exclusively on the EM 2020 Channel!

- Directly integrated VideoRoll into the content
- Precharged in non-visible area, starts only with visual contact (min. 50%)
- Audio activation by 'mouse-over' or click
- Pauses when scrolling out of the visible area
- Closes automatically after complete playback
- All other common video marketing parameters can be used (targeting, redirect, etc.)

\(^1\) A lead time of at least 5 days is required for the technical integration.
This is how newspapers are read today: Relevant news, excellent reports and impressive pictures on the tablet and smartphone.

- Issue-based subscription of the digital newspaper for a quiet, relaxed reading experience
- 24/7 bundling of the most important news from WELT.de, DIE WELT and WELT AM SONNTAG
- Additional reports including impressive pictures

Olympia 2020 Presenting

- Sportcenter Presenting: Your brand will be placed with your logo on the take-off mark and inside the sports centre.
- 1/1 page in the sport section
## WELT

### PRICING

### OLYMPIA PRESENTING

<table>
<thead>
<tr>
<th>Duration 07/24/2020 till 08/09/2020</th>
<th>Ais, Page Views</th>
<th>Gross package price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Olympia - Channel Presenting-Package (multiscreen)</td>
<td>54,280,000</td>
<td>895,700.00 €</td>
</tr>
<tr>
<td>Billboard, Medium Rectangle (multiscreen), logo integration (desktop/MEW) in the Olympia-Channel, logo integration in the Homepage sports stage</td>
<td>31,750,000</td>
<td>280,000.00 €</td>
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<tr>
<td>Presenting medal table</td>
<td>17,000,000</td>
<td>170,000.00 €</td>
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<tr>
<td>Logo integration in the medal table on the Homepage and in the Olympia Channel</td>
<td>5,000 Clicks</td>
<td>12,500.00 €</td>
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<tr>
<td>Clickbooster (CPC-special)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>AdBundle</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sport Quiz Brand Story</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo integration, boilerplate (e.g. package S, billing: Page Views)</td>
<td>30,000</td>
<td>90,000.00 €</td>
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<tr>
<td>Video formats</td>
<td></td>
<td></td>
</tr>
<tr>
<td>InText Outstream Ad</td>
<td>5,000,000</td>
<td>300,000.00 €</td>
</tr>
<tr>
<td>WELT Edition</td>
<td>1/1 page for 1 month</td>
<td>43,200.00 €</td>
</tr>
</tbody>
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1 Page Views refers only to the format Sport Quiz Brand Story
2 The price is a package price in €, less 15% agency discount and 15% AE, plus VAT; lead time of 5 days, stationary and mobile are already discounted with over 76%.
3 No special discount possible, no guarantee on clicks. Clickbooster can only be booked within the Olympic Games 2020.
4 Overlength (21-30 sec.) + 20€ CPM | short spots (7-15 sec.) - 10€ CPM