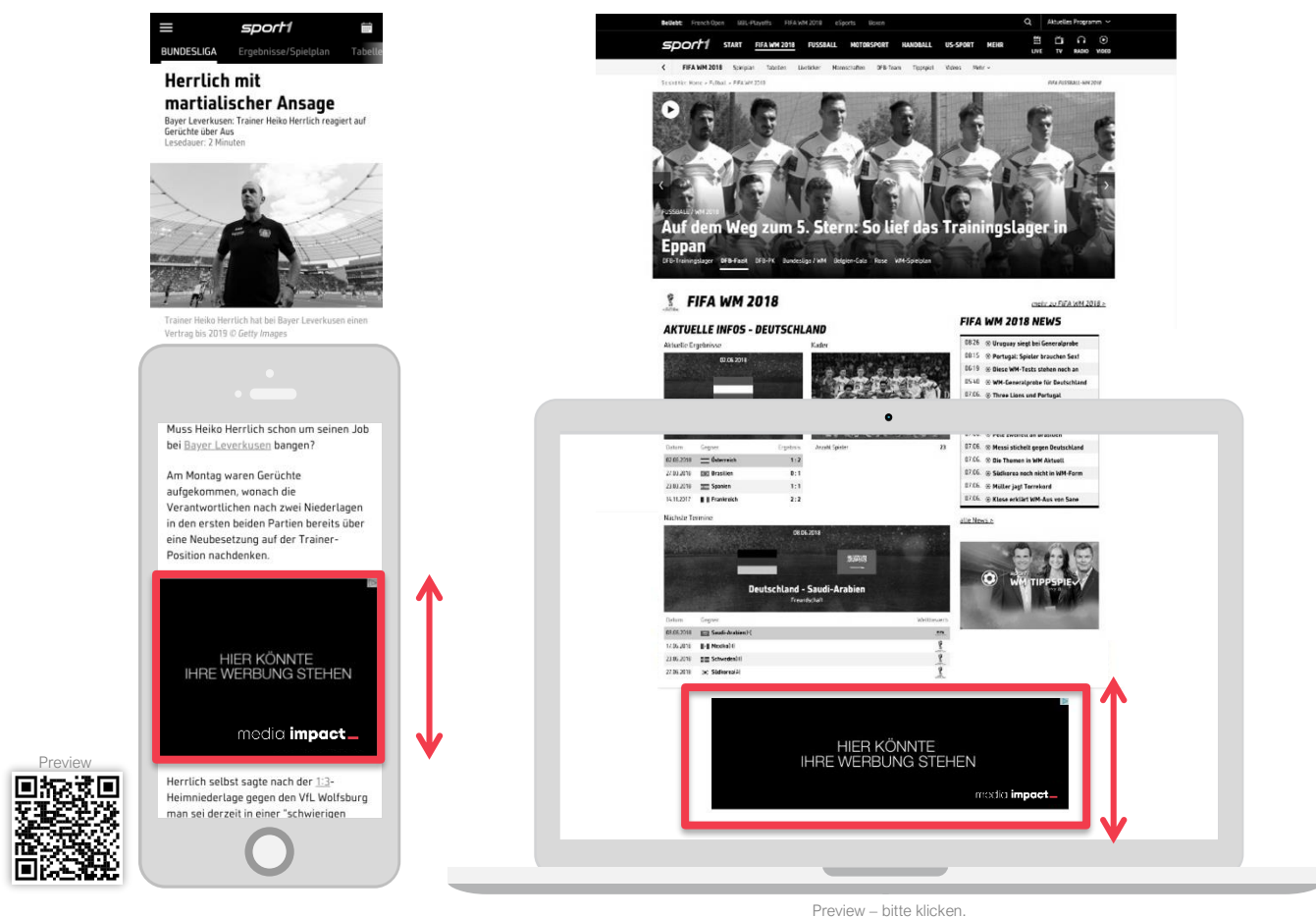


THE AD WITH SURPRISE EFFECT MULTISCREEN FUSE AD



Preview – bitte klicken.

The Ad with surprise effect!

- The fuse ad is initially located in the invisible area (btf) - scrolling the user opens the ad with an attention-grabbing pop-up effect that ideally places your brand.
- Do you attach importance to guaranteed visibility? Book the fuse ad within View Impact and make only 100/1 impressions relevant for billing.

Formats	View Fuse Ad ¹	RoS & Custom ²	RoC	RoP ³
Billboard & Mobile Medium Rectangle (btf)	65 €	85 €	65 €	55 €
Billboard & Content Ad 1:1 (btf)	75 €	95 €	75 €	65 €

1) Delivery guarantee on Viewability 100/1 (not bookable on Bild.de and Bild Mobile). Overdeliveries are unavoidable, which can trigger additional ad server costs on the customer/agency side. Please schedule buffer.

2) No ROS possible on bild.de.

3) For autobild.de there is a surcharge of 20 € CPM on each booking of a billboard (combination with a mobile format or single booking). Device and targeting surcharges according to TKP price list/ratecard. Technical specifications of the advertising forms as well as dimensions find you under <http://www.mediaimpact.de/specs> and/or <http://www.mediaimpact.de/abmessungen>. All prices are (unless otherwise stated) TKP or fixed prices, less usual discounts and AE, plus VAT. | Subject to alterations and errors. Translated with www.DeepL.com/Translator (free version)