

CPM RATE CARD 2020

Rates valid as of 01 January until 31 December 2020.



MULTISCREEN DISPLAY (Mobile, Desktop, Tablet)								
	AdBundle, Skyscraper, Superbanner, Native Style Ads ¹ , Medium Rectangle		Wallpaper, Halfpage Ad	Fireplace, Sitebar, Floor Ad, Billboard ³		Double Dynamic Sitebar ⁴		
Mobile Content Ad 6:1 + 4:1 ¹ , Mobile Native Style Ads ¹	RoS & Custom	50 €	RoS & Custom	60 €	RoS & Custom	75 €	RoS & Custom	80 €
	RoC	30 €	RoC	40 €	RoC	55 €	RoC	60 €
	RoP	20 €	RoP	30 €	RoP	45 €	RoP	50 €
Mobile Content Ad 2:1, Mobile-/ Social- ² Medium Rectangle, Push Ad	RoS & Custom	60 €	RoS & Custom	70 €	RoS & Custom	85 €	RoS & Custom	90 €
	RoC	40 €	RoC	50 €	RoC	65 €	RoC	70 €
	RoP	30 €	RoP	40 €	RoP	55 €	RoP	60 €
Mobile Content Ad 1:1, Understitial	RoS & Custom	70 €	RoS & Custom	80 €	RoS & Custom	95 €	RoS & Custom	100 €
	RoC	50 €	RoC	60 €	RoC	75 €	RoC	80 €
	RoP	40 €	RoP	50 €	RoP	65 €	RoP	70 €
Interscroller Ad	RoS & Custom	75 €	RoS & Custom	85 €	RoS & Custom	100 €	RoS & Custom	105 €
	RoC	55 €	RoC	65 €	RoC	80 €	RoC	85 €
	RoP	45 €	RoP	55 €	RoP	70 €	RoP	75 €
VIEWABILITY SPECIALS								
View Impact ⁵	Sticky Halfpage Ad + Sticky Content Ad 6:1 / 4:1	RoS & Custom	n/a	View Fuse Ad ⁵	Billboard + Mobile Medium Rectangle	RoS & Custom	n/a	
		RoC	50 €			RoC	n/a	
		RoP	40 €			RoP	65 €	
	Sticky Billboard / Sitebar + Sticky Content Ad 6:1 / 4:1	RoS & Custom	n/a		Billboard + Content Ad 1:1	RoS & Custom	n/a	
		RoC	65 €			RoC	n/a	
		RoP	55 €			RoP	75 €	
VIDEO								
InText Outstream Ads ⁶	on start, up to 20 seconds	RoS & Custom	60 €	Video Wall ⁷	Desktop only	RoS & Custom	90 €	
		RoC	50 €			RoC	n/a	
		RoP	40 €			RoP	n/a	

MULTISCREEN - Traffic distribution between desktop and mobile according to availability

Additional options: Mobile- / Desktop- / Tablet-only
 Expandable Ads
 Tandem- / Triple Ads
 Other video formats upon request

Basic price + 10 € CPM
 + 10 € TCPM
 Highest pricing category plus device surcharge.

Remarks:

- Billing RoP on CpC-basis possible (excluded: Bild.de and Bild.mobil).
- 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, harninkontinenz.de, yavivo.de). Additional media will follow. Only Google AMP bookable on Welt.de.
- For autobild.de a surcharge of 20€ CPM on each booking of a Billboard (combination with a mobile format or individual booking) applies. In RoP and RoS (selected sites) also available as Cinematic Ad (surcharge +5€ in case of individual booking and in combination with a mobile format).
- On Bild.de, Sportbild.de and B.Z. can only be booked as fixed placement. On Autobild.de, Computerbild.de, Welt.de, Fitbook, Stylebook, Travelbook, Techbook and myHomebook only bookable within environment and RoS.
- Delivery guarantee on viewability 100/1 (not bookable on Bild.de and Bild.mobil).
- Excess length (21-30 seconds) + 20 € CPM // short spots (7-15 seconds) - 10 € CPM// VPAID + 10 € CPM; Billing on CPCV basis upon request.
- Rates concerning Desktop only, in case of combination with any mobile format, a device surcharge of 10€ CPM applies. On tablets only Billboard delivered, other formats upon request. Bild.de specifics: Only as fixed placement, FC 1/24h, no autoplay, subject to approval by editorial board, limitation to one single looping.

All rates plus VAT, where applicable. Subject to alteration and printing errors.

TARGETING RATE CARD 2020

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With sli.ce (audience configurator) displayable segments ²			
PROFILE-BASED TARGETING			Gross CPM Surcharge in € ³
Sociodemography	Age	18-29 30-39 40-49 50-59 60+	10.00 €
	Gender	Male Female	
	HHNI	< 1,000 € 1,000 €-2,000 € 2,000 €-3,000 € 3,000 €-4,000 € > 4,000 €	
SEMANTIC TARGETING			
Interest & Education	Automotive, Careers, Education, Entertainment, Food & Drinks, Health Care, Hobbies & Interests, Home & Garden, Personal, Finance, Shopping, Sports, Technology		10.00 €
SITUATIONAL TARGETING			
Regio Standard	Handling: Contact Impact	All Federal States and major cities – without surrounding areas.	10.00 €
ADDITIONAL TARGETING-PRODUCTS			
Regio Flex	Handling: Contact Impact	Campaign specific delivery area – surrounding areas possible.	20.00 €
Regio Plus	Handling: Contact Impact	Individual delivery area down to the 5th digit of five-digit postcode (up to 1,500 creatives), including campaign reportings and screenshots.	30.00 €
Retargeting	Classic Retargeting	With a pixel, we mark website searchers and clickers, in order to be able to address them with a retargeting campaign. Not combinable mit ANY other type of targeting.	10.00 €
	Retargeting 2.0	Creation of a segment with profiling and projection of marked users. Readdressing, as well as new addressing of relevant users. Not combinable mit ANY other type of targeting.	20.00 €
B2B	Real estate, automotive, self-employed, insurance, craftsman services, gastronomy, retail trade, pharmaceuticals (pharmacists & physicians), law & justice, IT, security, banking sector, investment managers, small- and medium-size companies, startups, construction industry, tourism industry, civil servants, marketing & media, procurement & logistics.	Definition of a specific industry-sector target group in B2B and selective approach of companies operating within this sector via their IP-address. Not combinable mit ANY other type of targeting.	30.00 €
Contextual Targeting	IAB - Automotive IAB - Books & literature IAB - Business & finance IAB - Careers IAB - Education IAB - Family & relationships IAB - Fine art IAB - Food & drink IAB - Healthy living IAB - Hobbies & interests IAB - Home & garden IAB - Medical health IAB - Movies IAB - Music & Audio IAB - News & politics IAB - Personal finance IAB - Pets IAB - Pop culture IAB - Real estate IAB - Religion & spirituality IAB - Science IAB - Shopping IAB - Sports IAB - Style & fashion IAB - Technology & computing IAB - Television IAB - Travel IAB - Video gaming	With this kind of targeting ad formats are delivered in real time, according to website context. Can be booked as extension to semantic interest-targeting, in order to reach in addition cookie deleters. Not combinable mit ANY other type of targeting.	10.00 €
Custom Segment	Client-specific segment	Not combinable mit ANY other type of targeting.	30.00 €

Anmerkungen:

1) Subject to intrayear price adjustments.

2) www.adall.eu

3) Discounts can be granted. Agency commission is granted to media-buying agencies, as recognised by Media Impact; In case of targeting combinations, surcharges are to be understood as absolutely additive gross CPM surcharges - Exception: In case of combination of Sociodemography or Interest with Regio Plus or Flex, the respectively higher surcharge (20 € or 30€) applies. All rates plus VAT, where applicable. Subject to alteration and printing errors.