DFB CUP
2019 / 2020
MARKETING WELT DIGITAL
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 DFB Cup matches with extensive, highly topical reporting.

This includes editorial news about clubs and players, opinions and discussions by and with football experts and, of course, current results and all events in the live ticker.
WELT

DFB CUP CHANNEL PRESENTING

Appear as exclusive sponsor of the DFB Cup 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.
PREROLL VIDEO ADS

Appear with PreRolls¹ as exclusive presenter of the DFB Cup Channel video formats!

A **spot of up to 20 seconds in length** is placed in front of the content.

**Description:** Videos in the form of PreRoll Ads are clickable opener spots, which are shown before the actual moving image coverage and thus attract a high degree of attention.

¹A lead time of at least 5 days is required for the technical integration.
Use exclusively the format InText Outstream Video Ads on the DFB Cup Channel!

- directly into the content integrated VideoRoll
- Precharging in the non-visible range, starts only on visual contact (at least 50%)
- Audio activation by 'mouse-over' or click
- Pauses when scrolling out of the visible area
- Closes automatically after complete playback
- Invoicing can be done at 100% View-Through-Rate (CPCV basis) or on CPM basis
- All other common video marketing parameters can be used (targeting, redirect, etc.)

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WELT
PRICING

DURATION FROM OCTOBER 2019 - MAY 2020

CHANNEL PRESENTING¹
Guaranteed Als:
1 Mio
Gross price:
95,000 €

PREROLL VIDEO ADS²
Guaranteed Als:
750,000
Gross price:
75,000 €

INTEXT OUT-STREAM VIDEO ADS³
Guaranteed Als:
333,000
Gross price:
19,980 €

¹ Channel Presenting includes: Billboard, Medium Rectangle (multiscreen), logo integration (Desktop/MEW)
² up to incl. 20 sec.; Overlength (21-30 sec.) + 20€ CPM | short spots (7-15 sec.) - 10€ CPM || VPAID + 10€ CPM
³ Overlength (21-30 sec.) + 20€ CPM | short spots (7-15 sec.) - 10€ CPM || Also bookable on CPCV basis.