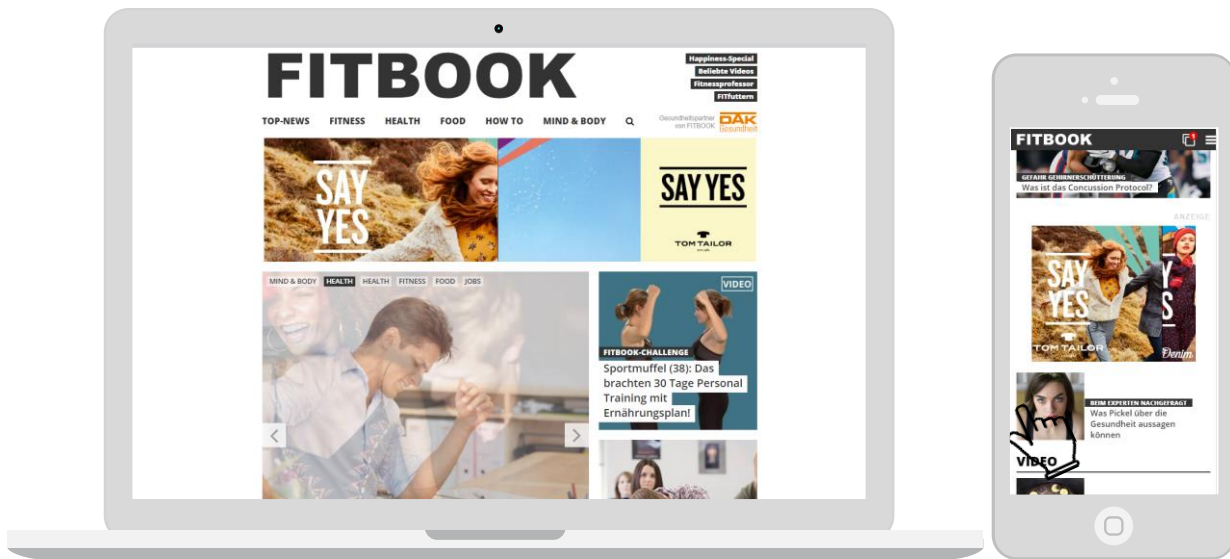


THE PERFECT BEFOREHAND-AFTER-EFFECT  
**MULTISCREEN CHAMELEON AD**



Try it out!



Try it out!

### Your product placed diversified and attention-grabbing

- The Chameleon Ad consists of two pages that automatically switch to user interaction (click/swipe from left to right).
- Put different facets of your product in scene or let the users experience a before and after situation.
- We create the advertising material in consultation with you - all we need are the physical campaign images.

### Specification

- Two images each are required for stationary and mobile. In addition, the brand logo and/or the advertising message can be delivered individually.
- Stationary minimum sizes:
- RoS & Custom / Channel: please note object/channel-specific billboard dimensions
- RoP: Billboard 800 x 250 px
- Mobile minimum sizes: Mobile Medium Rectangle 300 x 250 px
- File formats: png, jpeg, gif

Format	RoP	RoC	RoS & Custom
Multiscreen Chameleon Ad*	55 €	65 €	85 €

\* Corresponds to the CPM price list booking of Billboard and Mobile Medium Rectangle. The advertising material components must be available individually and physically as png, jpeg or gif. Technical specifications of the advertising forms and dimensions can be found at <https://www.mediaimpact.de/de/digital-formate>  
 All prices are (unless otherwise stated) CPM or fixed prices, less usual discounts and AE, plus VAT. | Changes and errors excepted.