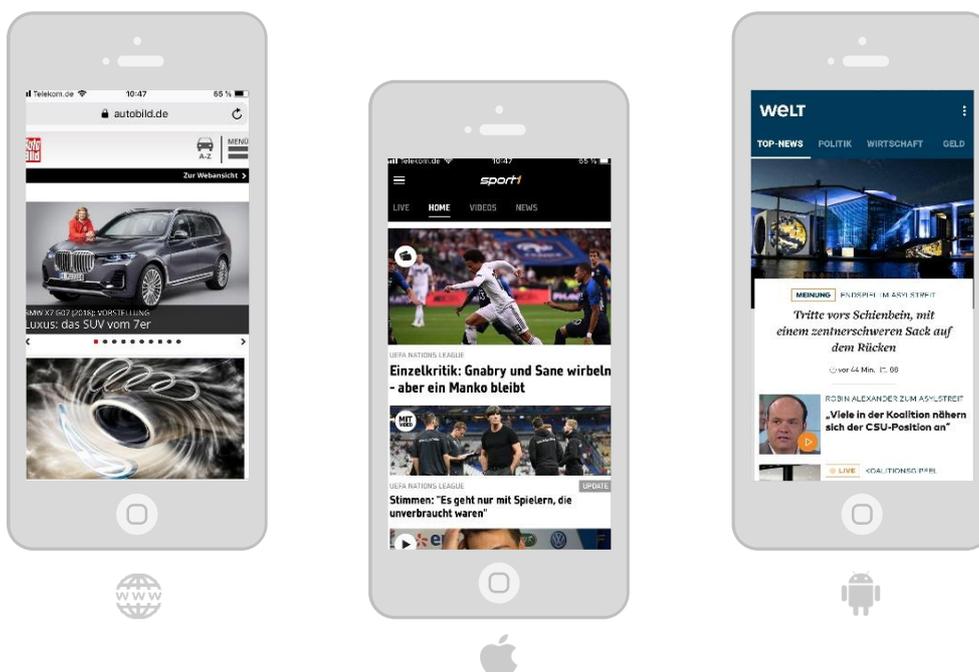


# MOBILE PERFORMANCE PRODUCT MOBILE CPC SPECIAL



## Click-optimized payout of your campaign across the entire MI-Mobile portfolio - MEW and APP!

- Benefit from the high quality and large MI-Mobile range!
- Bundling of standard advertising media to form the Mobile AdBundle (Mobile Content Ad + Mobile Medium Rectangle) for optimum performance.
- Classic targeting such as operating system, time, etc. is possible.<sup>1</sup>

Formats	RoP Gross CPC
Mobile Medium Rectangle + Mobile Content Ad 6:1/4:1 <sup>2</sup>	1,60 €

1) No combination with MI data products possible.

2) Combination must contain at least one Content Ad and one Medium Rectangle.

Is not placed at BILD.de.

Please note: Minimum duration 2 weeks, please deliver at least 3 Creatives, only one Creative per Redirect, clicks are not guaranteed.

If the performance is below average (CTR < 0.15%) for more than three consecutive days, both parties have the right to cancel the order two working days in advance.

Technical specifications of the advertising forms and dimensions can be found at <http://www.mediaimpact.de/specs> or <http://www.mediaimpact.de/abmessungen>

All prices are (unless otherwise stated) CPM or fixed prices, less usual discounts and AE, plus VAT. | Changes and errors excepted.