

MAXIMUM VISIBILITY
MOBILE FLOOR AD



Try it!

Maximum attention in the directly visible area

- The Mobile Floor Ad is located at the bottom of the screen.
- By clicking, the format opens to its maximum size and offers plenty of space for your product communication.
- You can close it by clicking on the button at the top right.
- The advertising material remains sticky for 12 seconds for guaranteed attention and then disappears completely.
- The delivery takes place in the Mobile Web.

Formats	RoS & Custom	RoP
Mobile Floor Ad ¹	60 €	30 € ²

1) Output size 300x75px (Content Ad 4:1); expanded banner: 300x250px (MRec)

2) Playing on the MEW of the following objects: Autobild, Computerbild+ Verticals, Transfermarkt, Welt

Technical specifications of the advertising forms as well as 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.