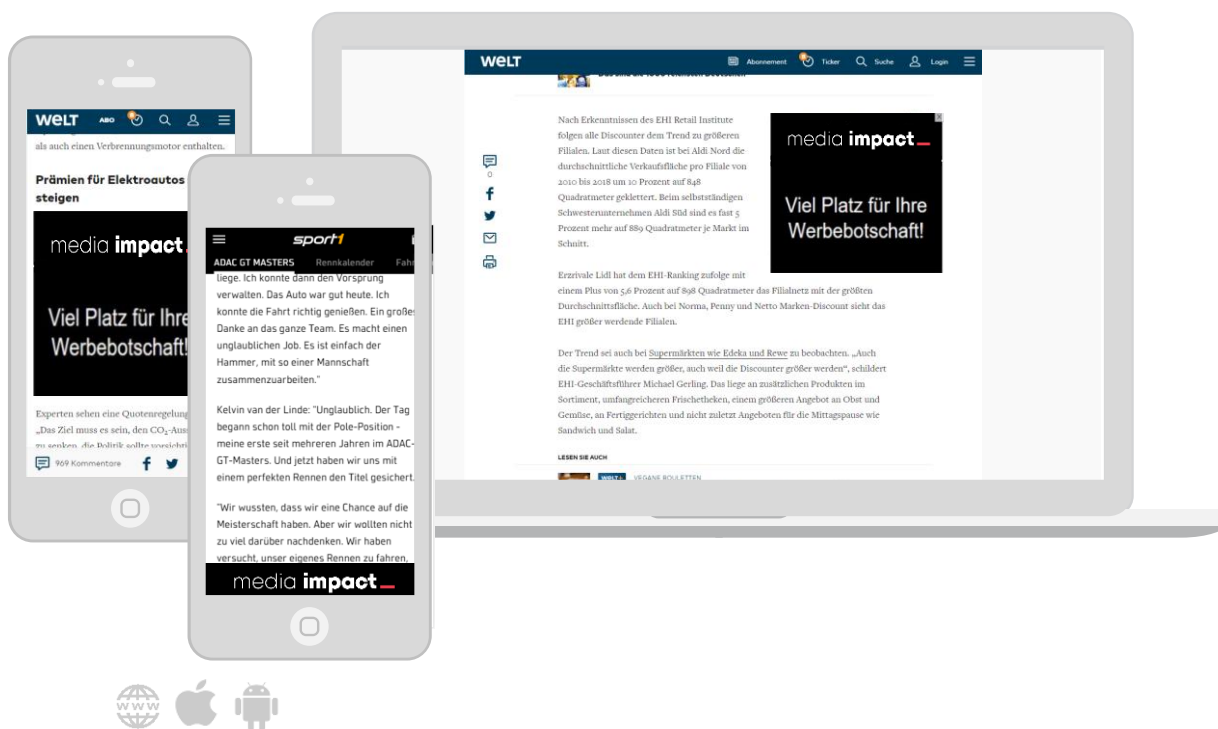


MULTISCREEN PERFORMANCE PRODUCT
MULTISCREEN CPC SPECIAL



Click-optimized playout of your campaign on all devices across the entire MI-Mobile portfolio!

- Benefit from the relevant and large Media Impact reach!
- Bundling of classic standard advertising media for optimum performance: Medium Rectangle1 + Mobile Medium Rectangle + Mobile Content Ad 6:1/4:1.
- Classic targeting such as operating system, time, etc. is possible.²

Formats	RoP Gross CPC
Multiscreen Medium Rectangle ¹ + Mobile Content Ad 6:1/4:1	2,50 €

1)Medium Rectangle is played stationary and mobile.

2) No combination with MI data products possible.

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.