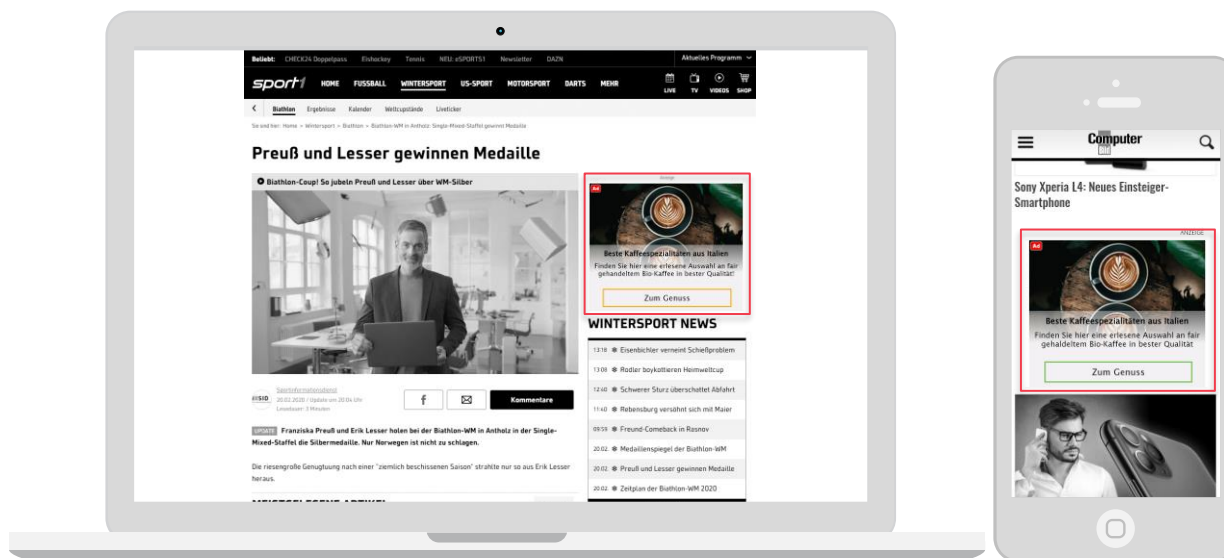


NATIVE PERFORMANCE ADS



Your advertising message embedded in our editorial premium environment

- Native Performance Ads are dynamic image text ads. They are displayed in Media Impact's high-reach premium portfolio and the layout automatically adapts to the respective website.
- The defined layouts ensure that your message is embedded in the editorial environment and stands out through set accents (e.g. coloured CTA button).
- Continuous monitoring ensures optimal output, click-optimized placement and relevant traffic to your website.

Product	Format	Gross CPC
Native Performance Ads RoP* (Multiscreen)	Medium Rectangle	2,00 €

Please supply several motifs, we recommend at least three designs for every 2,000 clicks booked. The creation costs will be covered by Media Impact. We recommend a minimum booking volume of 5.000,- € n/n

* Not available on BILD.de

Media Impact reserves the right to make slight textual changes for better presentation without prior agreement. In the event of a performance below average (CTR < 0.15%) for more than three consecutive days, both parties have the right to cancel the contract with a lead time of two working days. Technical specifications of the advertising forms as well as dimensions can be found at <http://www.mediaimpact.de/specs> and <http://www.mediaimpact.de/abmessungen>. All prices are (unless otherwise stated) as TKP or fixed prices, less usual discounts and AE, plus VAT. | Errors and omissions excepted.