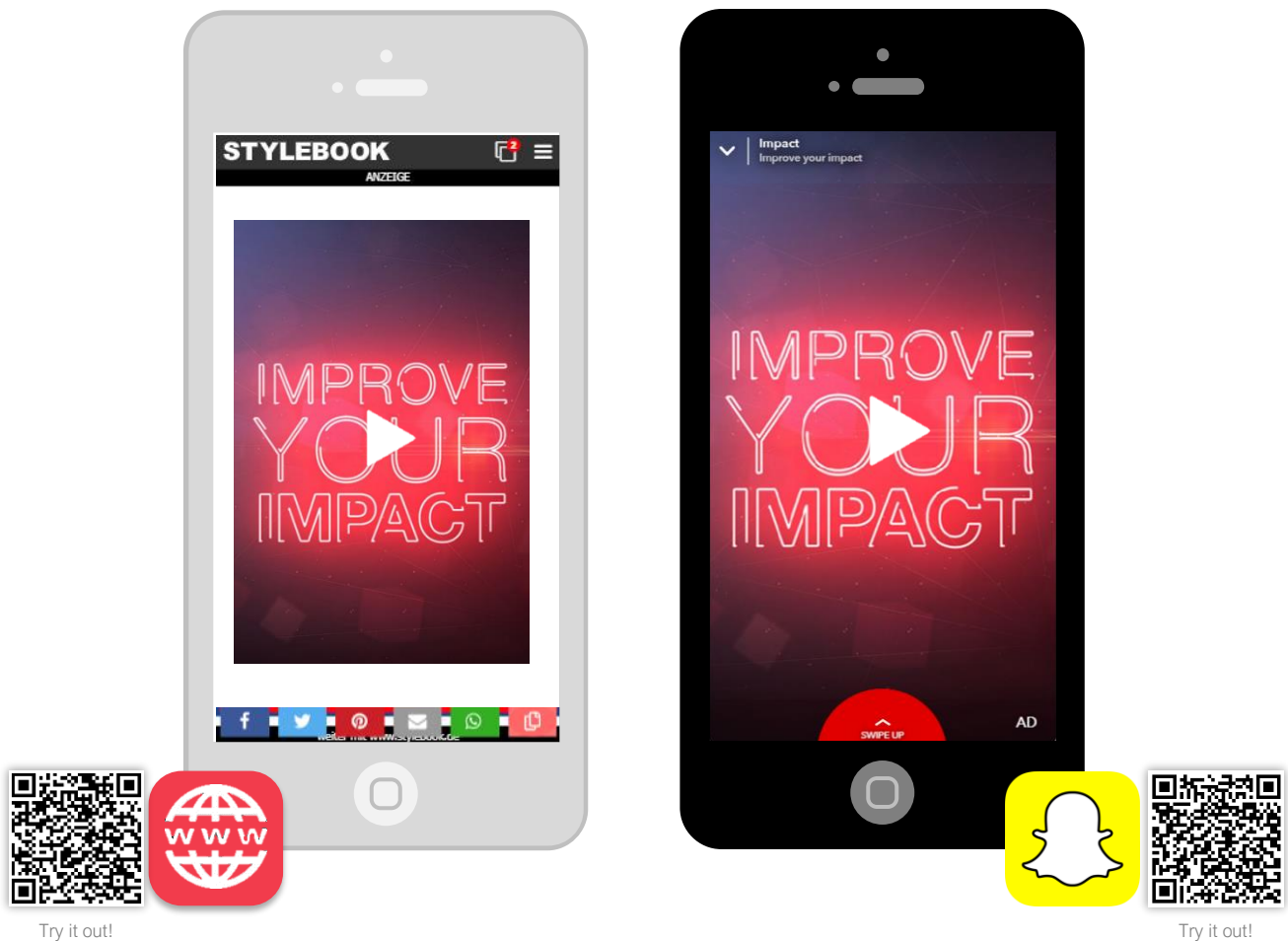


THAT'S HOW YOU WATCH VIDEOS TODAY!
VERTICAL VIDEO SPECIAL



Reaching the young target group with the format of the future

- Whether YouTube, Snapchat or Instagram - Today Mobile Users Watch Videos in Portrait Format
- Play your vertical video through Snapchat Bild Edition and the entire mobile portfolio of Media Impact
- Reach a young and relevant target group through targeted targeting and the innovative fullscreen format.
- Vertical videos achieve a high advertising effect and emotionalize the user.
- No advertising material? No problem! For 500€¹ we create the ad for you

Environment	Dimensions	Length	Term	Guaranteed AI's	Gross Packages Preis ³
MI RoP with Sozio Targeting ² + Snapchat BILD Edition	1.080 x 1.920px	Max. 10 sec.	1 Week	1 Mio.	30.000 €

1) creation cost of 500 € for the creation of the video by MI; not discountable and AE-capable
 2) Targeting to 18-29-year-old
 3) already pre-discounted with 50% package discount; special discount, agency discount and AE possible
 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.