

VIEW IMPACT



Guaranteed to be seen!

- Our viewability products ensure optimal visibility with maximum media performance.
- Guarantee on the Viewability 100/1¹.
- View Impact RoP and RoC: Delivery and optimization within our strong portfolio.
- Further targeting depending on the available reach possible².

Formats	RoC	RoP
Sticky Halfpage Ad + Sticky Content Ad 6:1 / 4:1 ³	50 €	40 €
Sticky Billboard / Sitebar + Sticky Content Ad 6:1 / 4:1 ³	65 €	55 €

1) 100% of the booked AIs are 100% (area of the advertising material) visible for at least 1 second. Postings cannot be ruled out and can affect the tracking and ad server costs of the customer / agency.

2) On request. CPM surcharge. Targeting refers to a maximum of three targeting criteria.

3) These formats are sticky for 2-3 seconds and then remain in their original position.

Reporting basis: AppNexus Reporting Media Impact. A campaign-based measurement with a third-party provider is possible after consultation, the figures of which are relevant for billing in this case.

You can find technical specifications of the forms of advertising and dimensions at <http://www.mediaimpact.de/specs> or <http://www.mediaimpact.de/ablösungen>

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