# CPM RATE CARD 2021

Rates valid from 01 January to 31 December 2021

## MULTISCREEN DISPLAY (Mobile, Desktop, Tablet)

<table>
<thead>
<tr>
<th>Mobile Content Ad 6:1 + 4:1</th>
<th>Mobile Native Style Ads 1</th>
<th>Mobile Content Ad 2:1, Mobile / Social Medium Rectangle</th>
<th>Mobile Content Ad 1:1, Understitial</th>
<th>Interstitial Ad</th>
<th>View Impact 2</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>RoS &amp; Custom</strong> 50 €</td>
<td><strong>RoC</strong> 40 €</td>
<td><strong>RoP</strong> 30 €</td>
<td><strong>RoS &amp; Custom</strong> 60 €</td>
<td><strong>RoC</strong> 50 €</td>
<td><strong>RoP</strong> 40 €</td>
</tr>
<tr>
<td><strong>RoS &amp; Custom</strong> 60 €</td>
<td><strong>RoC</strong> 50 €</td>
<td><strong>RoP</strong> 40 €</td>
<td><strong>RoS &amp; Custom</strong> 70 €</td>
<td><strong>RoC</strong> 60 €</td>
<td><strong>RoP</strong> 50 €</td>
</tr>
<tr>
<td><strong>RoS &amp; Custom</strong> 70 €</td>
<td><strong>RoC</strong> 60 €</td>
<td><strong>RoP</strong> 50 €</td>
<td><strong>RoS &amp; Custom</strong> 80 €</td>
<td><strong>RoC</strong> 70 €</td>
<td><strong>RoP</strong> 60 €</td>
</tr>
<tr>
<td><strong>RoS &amp; Custom</strong> 80 €</td>
<td><strong>RoC</strong> 70 €</td>
<td><strong>RoP</strong> 60 €</td>
<td><strong>RoS &amp; Custom</strong> 90 €</td>
<td><strong>RoC</strong> 80 €</td>
<td><strong>RoP</strong> 70 €</td>
</tr>
<tr>
<td><strong>RoS &amp; Custom</strong> 90 €</td>
<td><strong>RoC</strong> 80 €</td>
<td><strong>RoP</strong> 70 €</td>
<td><strong>RoS &amp; Custom</strong> 100 €</td>
<td><strong>RoC</strong> 90 €</td>
<td><strong>RoP</strong> 80 €</td>
</tr>
</tbody>
</table>

Additional options:
- Expandable Ads + 10 € CPM
- Tandem- / Triple Ads - highest pricing category
- Other video formats upon request

Notes:
1) Billing RoP on CPC basis possible (excluded: Bild.de and Bild.mobil).
2) Currently bookable in Facebook Instant Articles and Google AMP (Accelerated Mobile Pages) on AutoBild, Bild.de, finanzen.net, computerbild.de, transfarmarkt.de, Lifeline (thomate.de, herzberatung.de, hamrinnklinz.de, yavivo.de). Additional media will follow. Only Google AMP bookable on Welt.de.
3) In RoP and RoS (selected sites) also available as Cinematic Ad (surcharge +5 € in case of individual booking and in combination with a mobile format).
4) On Bild.de, Sportbild.de and B.Z. can only be booked as fixed placement. On AutoBild.de, Computerbild.de, Welt.de, Fitbook, Stylebook, Travelbook, Techbook and myHomebook only bookable within environment and RoS.
5) Delivery guarantee on viewability 100% (not bookable on Bild.de and Bild.mobil).
6) Excess length (21-30 seconds) + 20 € CPM / short spots (7-15 seconds) - 10 € CPM. Billing on CPCV basis upon request.
7) Can be booked on the following sites: Businesskldr.de, autoBild.de, computerbild.de, Finanzen.Net, fitbook.de, Formel1.de, motorsportotal.com, myHomebook.de, Sport1.de, stylebook.de, techno.de, transfarmarkt.de, travelbook.de. On tablets only Billboard, other formats upon request. On Bild.de: Only as fixed placement, FC 1/24h, no autoplay, subject to approval by editorial board, limitation to a one-off looping.

All rates plus VAT, where applicable. Subject to alteration and printing errors.
## TARGETING RATE CARD 2021

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### PROFILE-BASED TARGETING

<table>
<thead>
<tr>
<th>Socio-demography</th>
<th>Gross CPM Surcharge in €</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Age</strong></td>
<td></td>
</tr>
<tr>
<td>18-29</td>
<td></td>
</tr>
<tr>
<td>30-39</td>
<td></td>
</tr>
<tr>
<td>40-49</td>
<td></td>
</tr>
<tr>
<td>50-59</td>
<td></td>
</tr>
<tr>
<td>60+</td>
<td></td>
</tr>
<tr>
<td><strong>Gender</strong></td>
<td>Male</td>
</tr>
<tr>
<td>Female</td>
<td></td>
</tr>
<tr>
<td><strong>HHN</strong></td>
<td>&lt; 1,000 €</td>
</tr>
<tr>
<td>1,000 € - 2,000 €</td>
<td></td>
</tr>
<tr>
<td>2,000 € - 3,000 €</td>
<td></td>
</tr>
<tr>
<td>3,000 € - 4,000 €</td>
<td></td>
</tr>
<tr>
<td>&gt; 4,000 €</td>
<td></td>
</tr>
</tbody>
</table>

### Interest

- Automotive, books & literature, business & finance, careers, education, family & relationships, fine art, food & drinks, healthy living, hobbies & interests, home & garden, medical health, movies, music & audio, news & politics, personal finance, pets, pop culture, real estate, religion & spirituality, science, shopping, sports, style & fashion, technology & computing, television, travel, video gaming, 300 additional predefined target groups.

- Definition of a specific target group based upon reader behaviour.

- 10.00 €

### Custom Segment

- Client-specific segment

- Creation of client-specific segments

- NOT combinable with ANY other type targeting.

- 30.00 €

### SITUATIONAL TARGETING

#### Regio Standard

- Handling: Adup

- All Federal States and major cities – without surrounding areas.

- 10.00 €

#### Regio Flex

- Handling: Adup

- Campaign-specific delivery area – surrounding areas possible.

- 20.00 €

#### Regio Plus

- Handling: Adup

- Individual delivery area down to the 5th digit of five-digit postcode (up to 1,500 creatives), including campaign reportings and screenshots.

- 30.00 €

### B2B

- Real Estate, automotive, self-employed, insurance, craftsman services, gastronomy, retail trade, pharmaceuticals (pharmacists & phlebotomists), law & justice, IT, security, banking, investment managers, small and medium-size companies, startups, construction industry, tourism industry, civil servants, marketing & media, procurement & logistics

- Definition of a specific industry sector target group in B2B and selective approach of companies operating within the respective sector via their IP address.

- NOT combinable with ANY other type targeting.

- 30.00 €

### Contextual Targeting

- IAB categories:
  - Automotive, books & literature, business & finance, careers, education, family & relationships, fine art, food & drinks, healthy living, hobbies & interests, home & garden, medical health, movies, music & audio, news & politics, personal finance, pets, pop culture, real estate, religion & spirituality, science, shopping, sports, style & fashion, technology & computing, television, travel, video gaming
  - Individual segment

- With this kind of targeting, ad formats are delivered in real time, according to the website context.

- Can be booked as extension to semantic interest-targeting, in order to reach in addition cookie deleters.

- 10.00 €

### SEQUENTIAL TARGETING

#### Retargeting

- Classic retargeting

- With a pixel, we mark website searchers and clickers, in order to be able to adress them with a retargeting campaign.

- NOT combinable with ANY other type of targeting.

- 10.00 €

- Retargeting 2.0

- Creation of a segment with profiling and projection of marked users, Roadaddressing, as well as new addressing of relevant users.

- NOT combinable with ANY other type of targeting.

- 20.00 €

#### InApp Targeting

- Zeotap Processing

- Combination possibility out of socio-demographic & interest

- NOT combinable with ANY other type of targeting.

- 20.00 €

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**Notes:**

1. Subject to intrayear price adjustment.
2. Discounts can be granted. Agency commission is granted to media-buying agencies, as recognised by Media Impact. In case of targeting combinations, surcharges are to be understood as absolutely additive gross CPM surcharges. Exception: In case of combination of socio-demographic or interest with Regio Plus or Flex, the respectively higher surcharge (20€ or 30€) applies.

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