

# CPM RATE CARD 2021

Rates valid from 01 January to 31 December 2021



## MULTISCREEN DISPLAY ( Mobile, Desktop, Tablet)

	AdBundle, Skyscraper, Superbanner, Native Style Ads <sup>1</sup> , Medium Rectangle	Wallpaper, Halfpage Ad	Fireplace, Sitebar, Floor Ad, Billboard <sup>3</sup>	Double Dynamic Sitebar <sup>4</sup>
Mobile Content Ad 6:1 + 4:1 <sup>1</sup> , Mobile Native Style Ads <sup>1</sup>	RoS & Custom 50 € RoC 30 € RoP 20 €	RoS & Custom 60 € RoC 40 € RoP 30 €	RoS & Custom 75 € RoC 55 € RoP 45 €	RoS & Custom 80 € RoC 60 € RoP 50 €
Mobile Content Ad 2:1, Mobile-/ Social- <sup>2</sup> Medium Rectangle	RoS & Custom 60 € RoC 40 € RoP 30 €	RoS & Custom 70 € RoC 50 € RoP 40 €	RoS & Custom 85 € RoC 65 € RoP 55 €	RoS & Custom 90 € RoC 70 € RoP 60 €
Mobile Content Ad 1:1, Understitial	RoS & Custom 70 € RoC 50 € RoP 40 €	RoS & Custom 80 € RoC 60 € RoP 50 €	RoS & Custom 95 € RoC 75 € RoP 65 €	RoS & Custom 100 € RoC 80 € RoP 70 €
Interscroller Ad	RoS & Custom 75 € RoC 55 € RoP 45 €	RoS & Custom 85 € RoC 65 € RoP 55 €	RoS & Custom 100 € RoC 80 € RoP 70 €	RoS & Custom 105 € RoC 85 € RoP 75 €

## VIEWABILITY SPECIAL

	VIEW	VIDEO
View Impact <sup>5</sup>	Sticky Halfpage Ad + Sticky Content Ad 6:1 / 4:1	RoS & Custom not available RoC 50 € RoP 40 €
	Sticky Billboard / Sitebar + Sticky Content Ad 6:1 / 4:1	RoS & Custom not available RoC 65 € RoP 55 €
		InText Outstream Ads <sup>6</sup> on start, up to 20 seconds
		Video Wall <sup>7</sup> Desktop only
		RoS & Custom 60 € RoC 50 € RoP 40 €
		RoS & Custom 90 € RoC n/a RoP n/a

MULTISCREEN - Traffic distribution between desktop and mobile according to availability

## Additional options:

Expandable Ads  
Tandem- / Triple Ads  
Other video formats upon request

+ 10 € CPM  
highest pricing category

## Notes:

- Billing RoP on CpC-basis possible (excluded: Bild.de and Bild.mobil).
- Currently bookable in Facebook Instant Articles and Google AMP (Accelerated Mobile Pages) on AutoBild, Bild.de, finanzen.net, computerbild.de, transfermarkt.de, Lifeline (9monate.de, herzberatung.de, harninkontinenz.de, yavivo.de). Additional media will follow. Only Google AMP bookable on Welt.de.
- 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).
- 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.
- Delivery guarantee on viewability 100/1 (not bookable on Bild.de and Bild.mobil).
- Excess length (21-30 seconds) + 20 € CPM // short spots (7-15 seconds) - 10 € CPM // VPAID + 10 € CPM; Billing on CPCV basis upon request.
- Can be booked on the following sites: BusinessInsider.de, autobild.de, computerbild.de, Finanzen.Net, fitbook.de, Formel1.de, motorsporttotal.com, myhomebook.de, Sport1.de, stylebook.de, techbook.de, transfermarkt.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

Rates valid from 01 January to 31 December 2021<sup>1)</sup>

PROFILE-BASED TARGETING			Gross CPM Surcharge in € <sup>2)</sup>
Sociodemography	Age	18-29 30-39 40-49 50-59 60+	10.00 €
	Gender	Male Female	
	HHNI	< 1,000 € 1,000 €-2,000 € 2,000 €-3,000 € 3,000 €-4,000 € > 4,000 €	
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 <b>NOT</b> combinable with <b>ANY</b> other type targeting.	30.00 €
SITUATIONAL TARGETING			
Regio Standard	Handling: Adup	Alle 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 & physicians), 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.  <b>NOT</b> combinable with <b>ANY</b> other type targeting.	30.00 €
Contextual Targeting	<u>IAB categories:</u> 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  or <u>Individual segment</u>	With this kind of targeting, ad formats are delivered in real time, according to 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 address them with a retargeting campaign. <b>NOT</b> combinable mit <b>ANY</b> other type of targeting.	10.00 €
	Retargeting 2.0	Creation of a segment with profiling and projection of marked users. Readdressing, as well as new addressing of relevant users. <b>NOT</b> combinable mit <b>ANY</b> other type of targeting.	20.00 €
InApp Targeting	Zeotap Processing	Combination possibility out of sociodemography & interest <b>NOT</b> combinable mit <b>ANY</b> other type of targeting.	20.00 €

**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 sociodemographic or interest with Regio Plus or Flex, the respectively higher surcharge (20€ or 30€) applies.

All rates plus VAT, where applicable. Subject to alteration and printing errors.