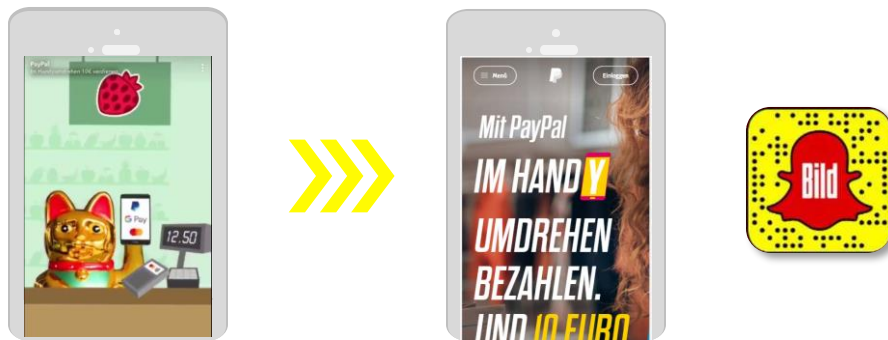


FACTSHEET 2021

SNAPCHAT



Concept

With Snapchat Discover, media brands present their content on a daily basis. **BILD is the largest of five German media partners.**

Book a 10 sec. Vertical Video or a Fullscreen Ad (GIF, Cinemagraph or Image) on the BILD Channel or as a Story Ad available for all our publishers: All ads can link to a video, advertorial or another landing page.

Unique placement on the BILD channel

Your ad will be displayed after 3 top snaps. Choose between daily fixed placements with 100% Share of Voice and reach packages on the BILD Discover Channel.

TARGETING²: Choose your target group from over 10 Mio.¹ German Snapchat users!

Location
Country, State & Postcode

Demography
Age, Gender & Language

Lifestyle
Reach your target group based on their purchasing behavior, use of equipment and other activities

DAILY FIXED PLACEMENT AND REACH PACKAGES ON BILD DISCOVER

Fixed Placement BILD Discover ³	Guarenteed Impressions	Number of creatives	Fixed price
1 day	400,000	min. 3	23,000,-€
Run of BILD Discover ⁴	Guaranteed Impressions	Number of creatives	Fixed price
1 week	500,000	min. 1	22,500,-€
2 weeks	1,000,000	min. 1	40,500,-€
1 month	2,000,000	min. 1	72,000,-€

CPM PRICE (STORY AD OR VIA BILD)

Ad form	Placement	CPM ⁵
Vertical Video or Fullscreen Ad (Cinemagraph, GIF or Image)	ROS / STORY AD	75€

- 1) Not possible with fixed placement.
- 2) Source: Internal data from Snapchat 10/20.
- 3) Daily fixed placements can also be created as branded content (in the look & feel of the BILD Snapchat Edition) or as a monothematic fixed placement (we create a Snapchat Edition matching your theme, e.g. sports, beauty etc.).
- 4) Snapchat filters can also be booked via the range placement.
- 5) Plus creation costs: each creative 1,000,- € | per Snapchat AR filter: individual booking (neither discounts, nor agency commission can be granted on such costs).

Material for Snapchat Ads has to be delivered at least 10 days before the start of the campaign.
All rates are fixed rates (unless otherwise stated), minus discounts, plus VAT, where applicable. | Subject to alteration and printing errors.