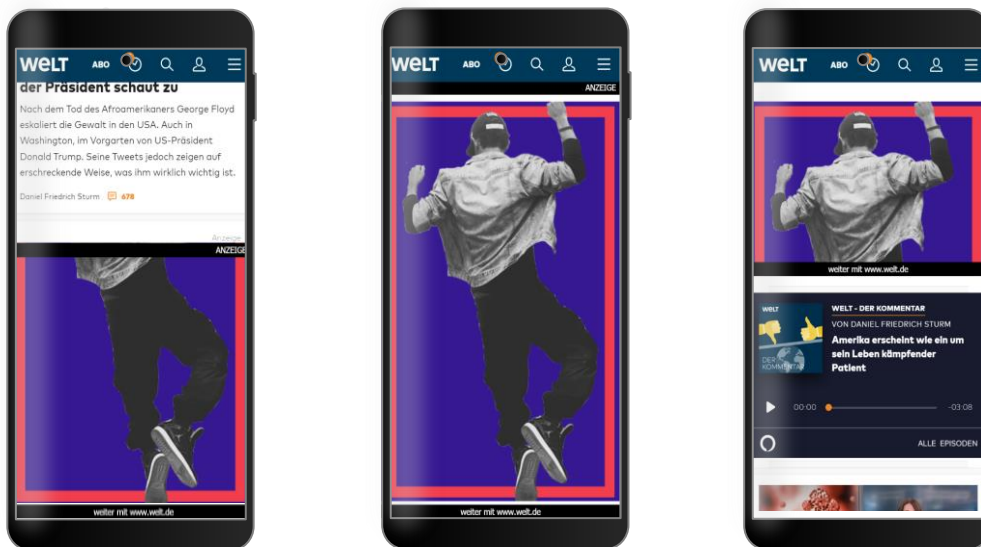




MOBILE INTERSCROLLER AD



Preview

The mobile fullscreen advertising medium

- Lies behind the content and gradually becomes visible by scrolling.
- Fullscreen format that fits into the content in a user-friendly way and offers maximum space for the advertiser.
- Integrate a 16:9 or vertical video for maximum emotion.
- Delivery via MEW only.
- Please note the specifications at [mediaimpact.de](https://www.mediaimpact.de)

Format	RoS & Custom	RoC	RoP ²
Mobile Interscroller Ad ¹	97 €	87 €	82 €

1) incl. 5 € device only surcharge, also bookable multiscreen, not bookable inApp (exception: Sport 1 apps)

2) ROP - incl. one targeting of your choice (options: Socio, Regio Standard, Contextual, Combi Interest+Contextual), further targeting additive (see targeting price list).

Technical specifications of the advertising formats as well as dimensions can be found at <https://www.mediaimpact.de/de/digital-formate>.

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