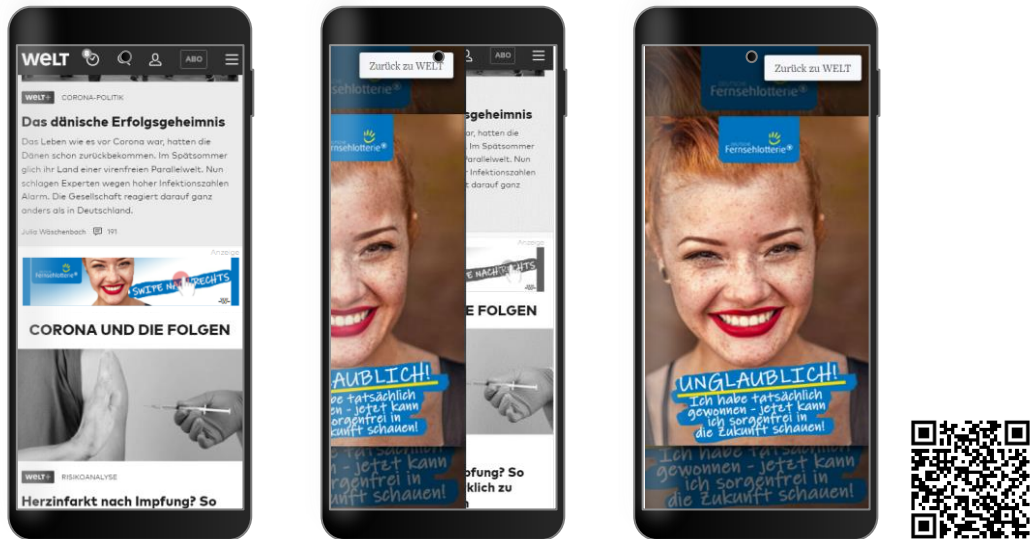




MOBILE SWIPE AD



INTUITIVE, EYE-CATCHING AND JUST A SWIPE AWAY!

- The call-to-action embedded in the editorial content immediately generates interest among users
- The learned swipe motion opens your ad fullscreen
- The fullscreen advertising medium is also possible with video integration
- Your product is the center of attention - just a swipe away!
- Userfriendly: The user can click back to the content at any time or the ad closes by itself after 10 seconds.

Format	RoS & Custom	RoC	RoP*
Swipe Ad (Mobile Content Ad 4:1 + Fullscreen Ad)	75 €	65 €	60 €

* Playout without finanzen.net and FUNKE titles
 CPM including device only surcharge, also multiscreen bookable
 DISPLAY ROP - incl. one targeting as desired (options: Socio, Regio Standard, Contextual, Combi Interest+Contextual), further targeting additive (see targeting price list)
 Technical specifications of the advertising formats and dimensions can be found at <http://www.mediaimpact.de/specs> or <http://www.mediaimpact.de/abmessungen>.
 All prices are (unless otherwise stated) as CPM or fixed prices, less usual discounts and AE, plus VAT. | Subject to change and errors excepted.