

YOUR GRAND ENTRANCE
MULTISCREEN CINEMATIC AD



Your grand entrance - no user can miss it!

- The Multiscreen Cinematic Ad impresses stationary users with its eye-catching size and also attracts attention on the move with its slide function.
- Use the entire Media Impact portfolio! The playout is stationary, mobile and in-app.

Specifications:

- Background: dynamic width x 250 px height - of which playable area: 970 x 250 px (centred)
- Formats: gif, jpg, html5, streaming
- Size: 200 kB

Format	RoS & Custom	RoP*
Multiscreen Cinematic Ad*	85 €	70 €

*Corresponds to Billboard and Mobile Medium Rectangle booking in the CPM price list, incl. 5 Euro CPM surcharge. Can only be booked as a fixed placement on SportBild. Not bookable on: BILD, BildSport, Transfermarkt, kauf.da, meinprospekt, RollingStone, Musikexpress, MetalHammer.

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

If the mobile advertising medium is created via Media Impact, the stationary advertising medium must be physically delivered.

Technical specifications of the advertising formats and dimensions can be found at <http://www.mediaimpact.de/specs> and <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.