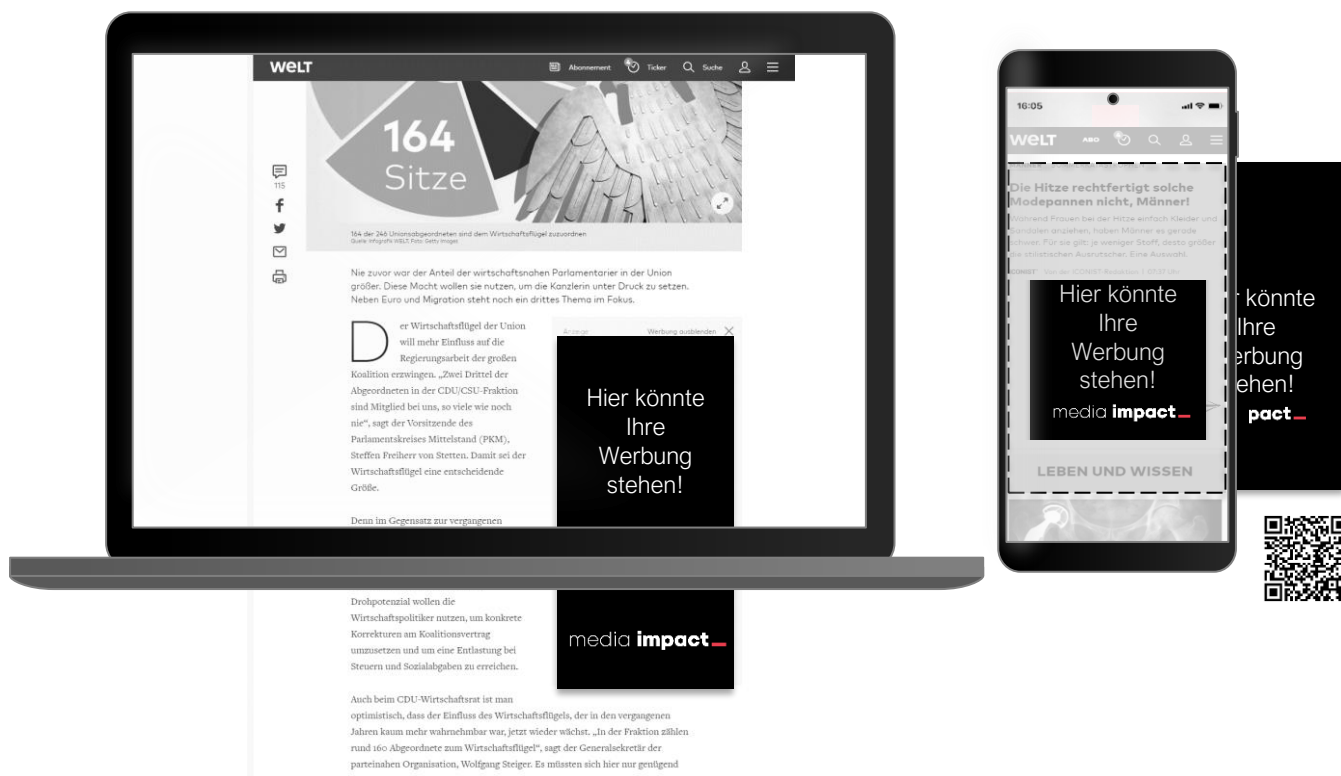


WITH MULTISCREEN TO THE EFFECTIVENESS
MULTISCREEN HALFPAGE AD



YOUR HALFPAGE AD IN THE ENTIRE MEDIA IMPACT PORTFOLIO - STATIONARY AND MOBILE

- Rely on Multiscreen and benefit from the strong Media Impact portfolio reach with over 44.15 million unique users¹.
- Use the large design area of the Halfpage Ad also in our mobile portfolio as Understitial!
- The understitial opens up to the user when scrolling and thus achieves the highest level of attention.
- Just deliver one advertising medium and multiscreen comes into its own!

Format	RoS & Custom	RoC	RoP
Multiscreen Halfpage Ad ²	82 €	72 €	67 €

1) Source: agof daily digital facts 2022-09

2) Corresponds in the CPM price list to booking of Halfpage Ad and Mobile Understitial. Not InApp bookable

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

Device Only: highest price category plus 5€ CPM surcharge

Technical specifications of the advertising forms and dimensions can be found at <http://www.mediaimpact.de/specs> and <https://www.mediaimpact.de/de/digital-formate> respectively.

All prices are (unless otherwise stated) CPM or fixed prices, less usual discounts and AE, plus VAT. | Changes and errors excepted.