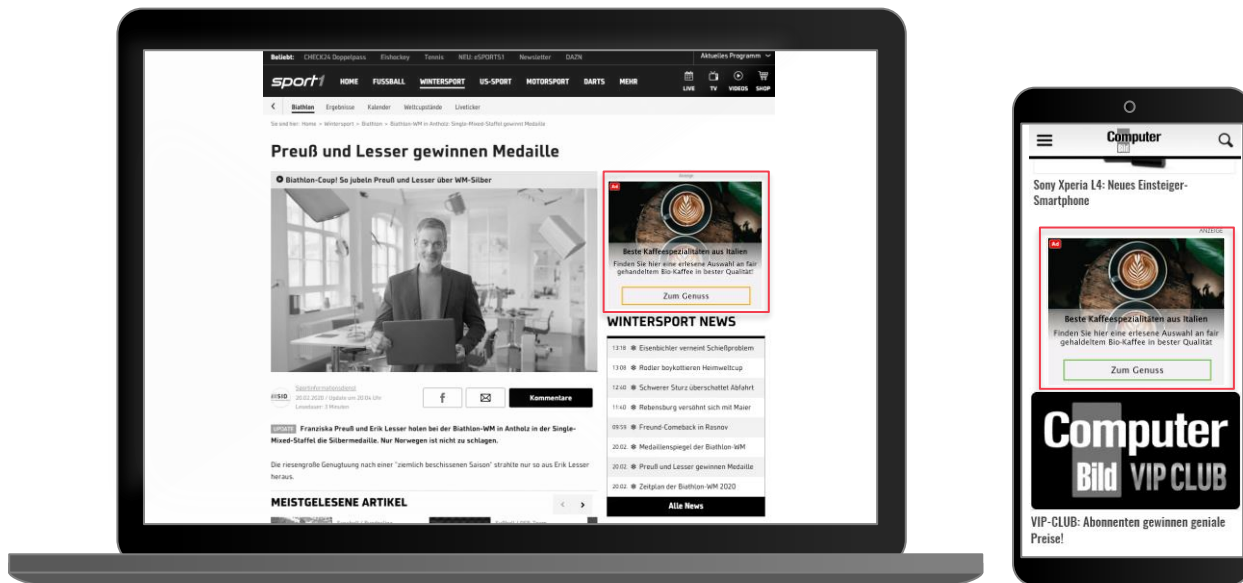




NATIVE STYLE ADS



Your advertising message embedded in our premium editorial environment.

- Native Style Ads are dynamic image-text ads. They are played out in Media Impact's high-reach premium portfolio and their layout automatically adapts to the respective website.
- The defined layouts ensure that your message is embedded in the editorial environment and that it stands out through set accents (e.g. coloured CTA button).
- Native style ads can be booked classically in rotation, with targeting, in the channel or on individual pages.

Product	RoS & Custom	RoC	RoP
Native Style Ads Multiscreen (Multiscreen Medium Rectangle)	50 €	40 €	35 €

The production costs are borne by Media Impact. We recommend a minimum booking volume of 5.000,- € n/n.

Billing in RoP possible on CpC basis see Just Clicks factsheet.

Media Impact reserves the right to make slight textual changes for better presentation without consultation, which exclusively concern punctuation marks. Technical specifications of the advertising formats as well as dimensions can be found at <http://www.mediaimpact.de/specs> or <http://www.mediaimpact.de/abmessungen>. All prices (unless otherwise stated) are understood as CPM or fixed prices, less usual discounts and AE, plus VAT. | Subject to change and errors excepted.