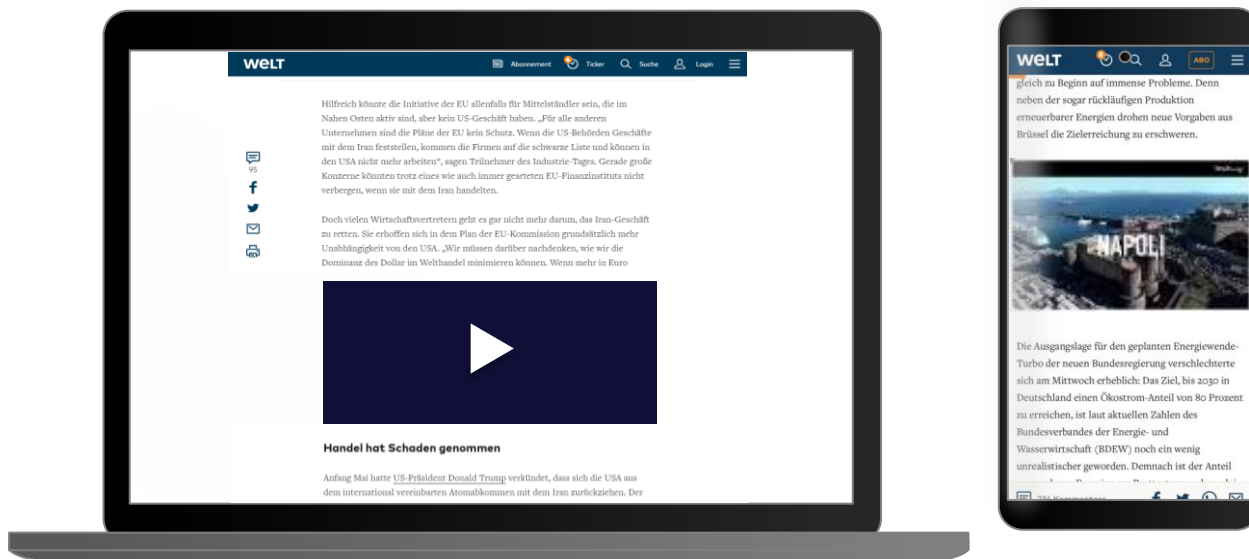




# INTEXT OUTSTREAM ADS



## MAXIMUM REACH FOR YOUR VIDEO CAMPAIGN

- Video Ad is directly integrated into the content
- Optimal visibility: already preloaded in the non-visible area, playback only starts when there is visual contact (at least 50%) and pauses when scrolling
- Click to activate audio
- Can also be booked programmatically. Billing is based on CPM.
- Settlement is done either CPM-(on start) or CPCV-Base (only when fully played)\*\*
- Playout is done multiscreen – desktop and mobile web

Format	RoS & Custom	RoC	RoP
InText Outstream Ads on start, up to incl. 20 Sek. <sup>1</sup>	60 €	50 €	40 €
InText Outstream Ad Cost Pre Completed View, up to incl. 20 Sec.) <sup>2</sup>	19 Cent	17 Cent	15 Cent

1) Overlength (21-30 sec.) + 20 € CPM // Short spots (up to incl. 15 sec.) - 10 € CPM // VPAID + 10 € CPM;

2) Overlength (21-30 sec.) + 8 Cent // Short spots (up to incl. 15 sec.) - 3 Cent , VPAID +3 Cent. // Kostenpflichtiges Targeting und Outstream booking on BILD.de only possible with CPM.

Technical specifications of the advertising formats as well as dimensions can be found at [www.mediainpact.de/de/digital-formate](http://www.mediainpact.de/de/digital-formate)  
Errors and subject to change.