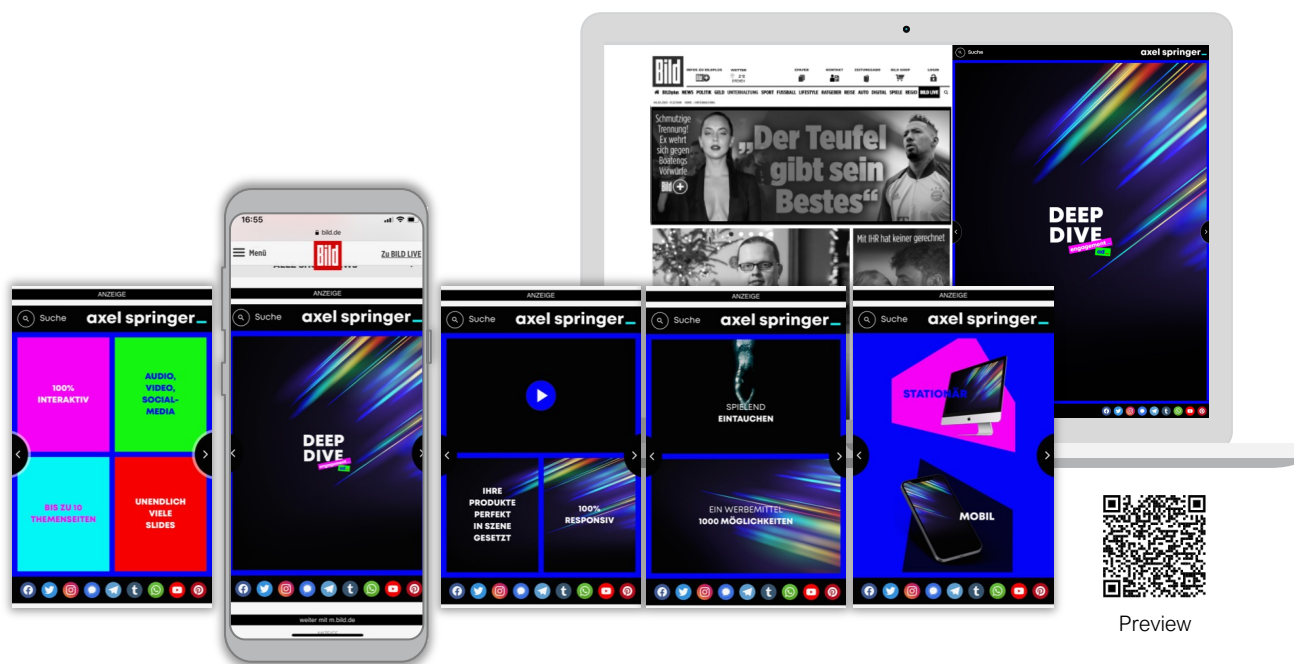




ENGAGEMENT AD



Preview

ACHIEVE MAXIMUM ATTENTION WITH THE ENGAGEMENT AD!

The engagement ad offers users the opportunity to engage with your content and products in a playful and simple way. Due to the individual design of the attention-grabbing creative, high engagement rates can be achieved.

TWO IN ONE – Billing is performance-based, you get the branding effect on top!

VERSATILE – You can present different products or motifs interactively in one ad. We make sure that your message is in the spotlight!

LARGE – The Dynamic Sitebar and the Mobile Interscroller Ad offer maximum attention within our Media Impact portfolio!

INDIVIDUAL – The Engagement Ad consists of up to 10 different charts. We combine your images, videos, claims and CTAs according to your wishes!

REGIONAL - Optionally also with regional targeting to address your customers precisely!

FORMAT	PRICING MODEL	ROP PRICING
Engagement Ad Sitebar + Interscroller	CPE ¹	1,00€ Net ²
	CPM	77,00€ Gross

The following targetings can be added:

- **Regional targeting for states and bigger cities:** no additional charge
- **Regional targeting with individual post code areas:** +0,20€ Gross CPE³ / +20€ Gross CPM
- **Profile-based targeting:** sociodemographic or interest targeting⁴ +10€ Gross CPM

¹ ROP only; Relevant for CPE billing are all interactions with the ad: linkout click, slide back and forth, start video, open menu, click within the menu ² Not discountable (except for agency discounts) ³ For CPE campaigns only regional targeting is available, the combination with other targetings is not possible. ⁴ Can only be selected for CPM campaigns, available targeting segments can be requested individually