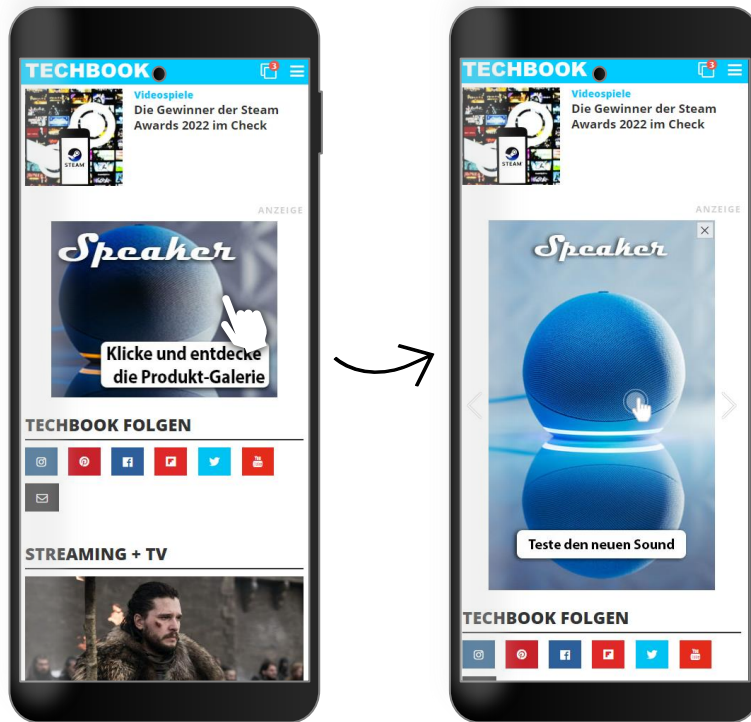




# MOBILE CLICK & SWIPE



## THE ADVERTISING MEDIUM WITH SURPRISE EFFECT

Use more than one Creative to properly showcase your campaign and / or product

- The Mobile Click & Swipe Ad initially consists of a medium rectangle. On click, the ad opens by swiping down the content
- The On Click banner consists of 3 Creatives that are automatically generated by user interaction through swiping

Format	RoS & Custom	RoC	RoP
Mobile Click & Swipe	97 €	87 €	82 €

Can also be booked as a fixed placement in the HomeRun Deluxe. See object factsheets.

Price incl. 5€ CPM surcharge for device only. Multiscreen bookable as well.

MULTISCREEN - Traffic distribution between stationary and mobile is based on availability.

Not InApp bookable; no video integration; no long animations.

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

Technical specifications of the advertising formats as well as dimensions can be found at <https://www.mediaimpact.de/de/digital-formate>.

All prices are (unless otherwise stated) as CPM or fixed prices, less the usual discounts and AE, plus VAT. | Subject to change and errors excepted.