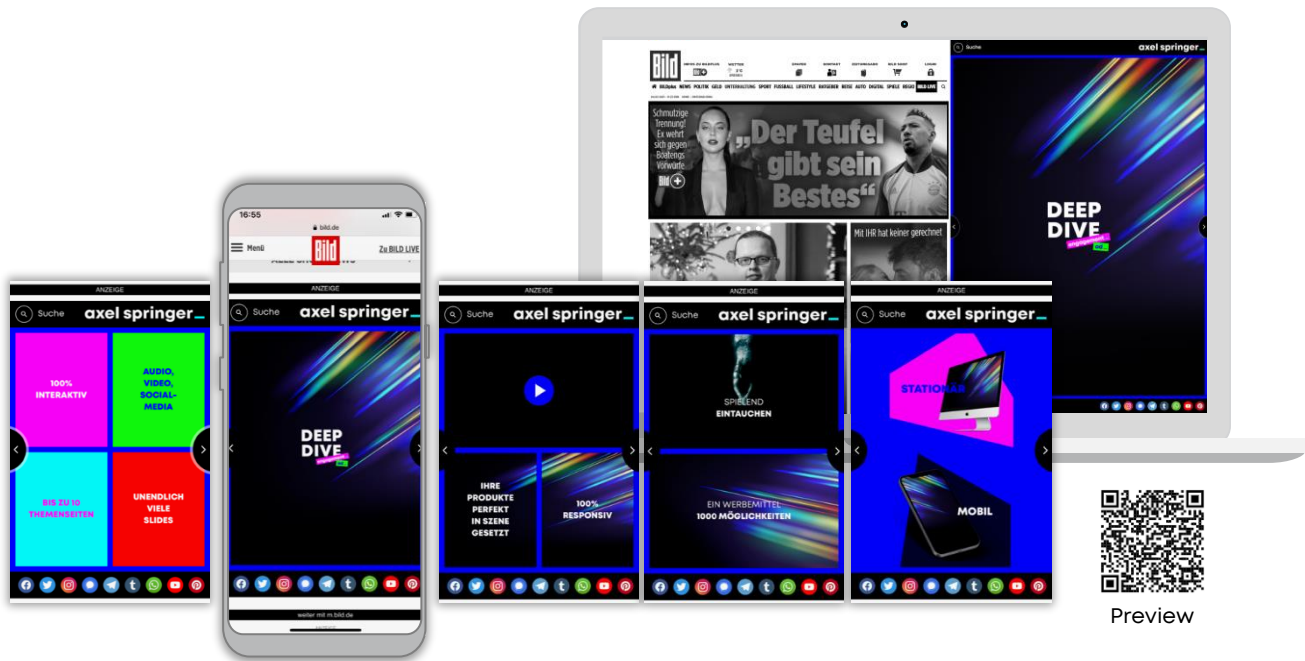


MAXIMUM STAGING AREA

ENGAGEMENT AD



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. High engagement rates can be achieved through the individual design of the attention-grabbing advertising media.

CREATIVE & MULTI-FACETED – You can present different products or motifs interactively in an ad. We make sure that your message is effectively staged!

WIDELY VISIBLE – The Dynamic Sitebar and Mobile Interscroller Ad provide maximum exposure across the Media Impact portfolio!

INDIVIDUAL & UNIQUE – The Engagement Ad consists of up to 8 different charts. We combine your images, videos, claims and CTAs according to your wishes!

REGIONAL - Optionally also with region targeting for precise addressing down to the 5th postal code of your customers!

FORMAT	PRICE	
Engagement Ad Sitebar + Interscroller	RoS & Custom	92€
	RoC	82€
	RoP	77€

Targetings can be booked as standard according to [TKP & Data price list](#).

Also bookable as Home Run fixed placement, see object factsheets

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