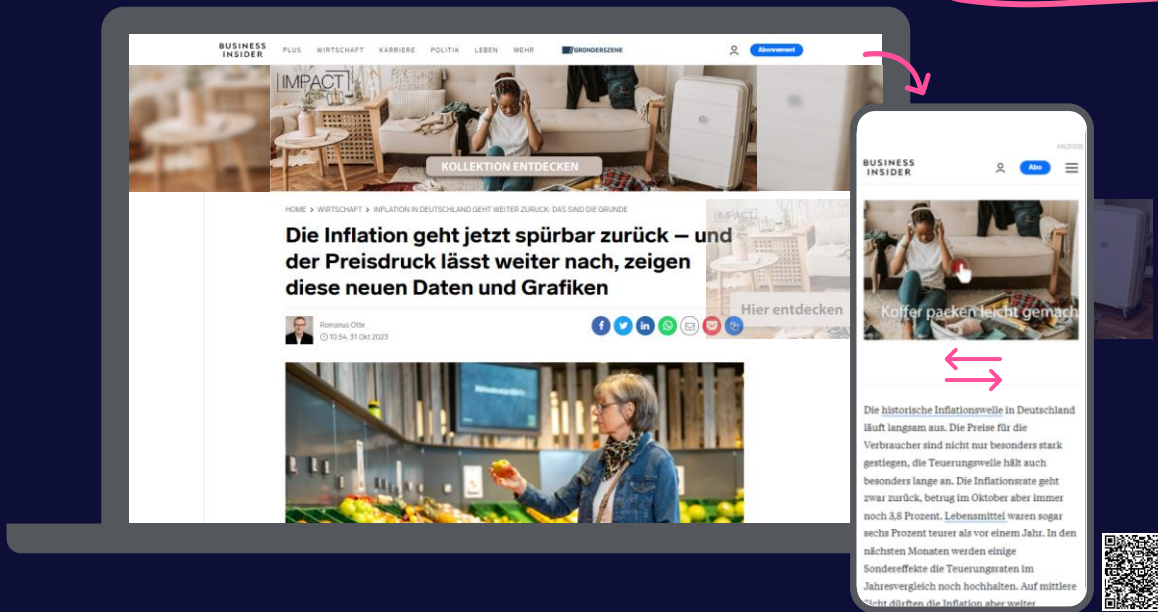


MULTISCREEN CINEMATIC AD



Showstopper Ad with a wide design surface

How it works: The width of the stationary advertising material adapts dynamically to the browser width. On mobile, your ad is displayed with a slide function in the medium rectangle. The advertising material slides automatically and on user interaction from left to right and is therefore completely visible.

Booking options: RoS & Custom, RoP, HomeRun Deluxe (see object factsheet)

Notes: Can only be booked as a fixed placement on sportbild.de. Not bookable on: bild.de, metalhammer.de, musikexpress.de, rollingstone.de; If the mobile advertising material is created via Media Impact, the stationary advertising material must be delivered physically

Format	RoS & Custom	RoP
Multiscreen Cinematic Ad ¹⁾	85 €	70 €

¹⁾ Corresponds in the CPM price list to the booking of Billboard and Mobile Medium Rectangle incl. € 5 surcharge for the Cinematic Ad. DISPLAY ROP - incl. a targeting of your choice (options: Socio, Regio Standard, Contextual, Combi Interest+Contextual), further targetings additive (see 2. Targeting price list)
 Technical specifications of the advertising formats and dimensions can be found at <https://www.mediaimpact.de/en/digital-formats>
 All prices are (unless otherwise stated) CPM or fixed prices, less usual discounts and AE, plus VAT. | Errors and omissions excepted.