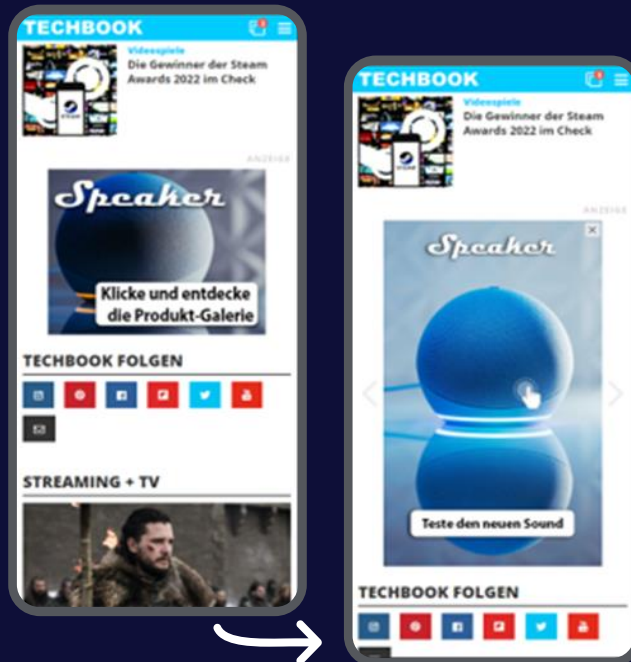


# MOBILE CLICK & SWIPE



Preview



## The advertising medium with surprise effect

**How it works:** Ad consists of a medium rectangle; a banner opens on click; ad pushes content down; banner consists of 3 creatives that open automatically and on user interaction by swiping

**Booking options:** RoS & Custom, RoC and RoP

**Note:** not InApp bookable; no video integration; no long animations; also multiscreen bookable

Format	RoS & Custom	RoC	RoP
Mobile Click & Swipe	92 €	82 €	77 €

DISPLAY ROP - incl. one targeting as desired (options: Socio, Regio Standard, Contextual, Combi Interest+Contextual), further targetings additive (see 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) as CPM or fixed prices, less usual discounts and AE, plus VAT. | Changes and errors excepted.