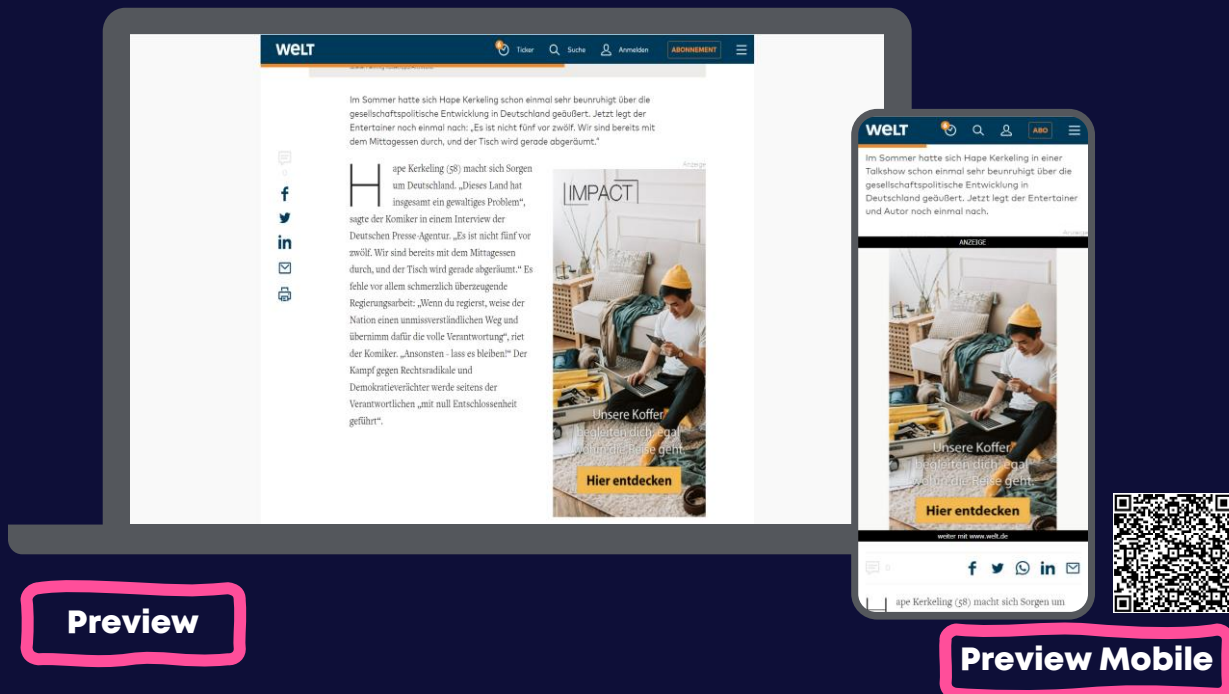


MULTISCREEN HALFPAGE AD



Your Halfpage Ad on all devices!

How it works: Extension of the desktop halfpage ad into the Mobile Interscroller Ad; the Interscroller opens with the user's scrolling of the user and offers plenty of space for creative campaigns

Booking options: RoS & Custom, RoC and RoP

Format	RoS & Custom	RoC	RoP
Multiscreen Halfpage Ad ¹	82 €	72 €	67 €

¹) Corresponds in the CPM price list to the booking of Halfpage Ad and Mobile Understitial. Not bookable InApp
 DISPLAY ROP - incl. one targeting as desired (options: Socio, Regio Standard, Contextual, Combi Interest+Contextual), further targeting 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.