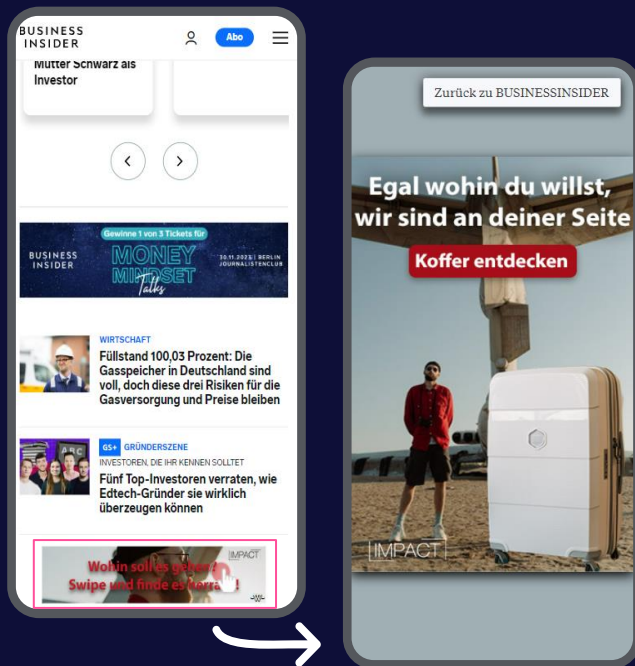


MOBILE SWIPE AD



A new story with every swipe

How it works: The output format (CAD 4:1) is embedded directly in the content; swiping over the content ad opens a full-screen ad with maximum staging area

Booking options: Home Run (Supreme & Deluxe), RoS & Custom, RoC and RoP

Note: Exclusions: finanzen.net and InApp

Format	RoS & Custom	RoC	RoP
Swipe Ad (Mobile Content Ad 4:1 + Fullscreen Ad)	70 €	60€	55€

DISPLAY ROP - incl. one targeting of your choice (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.