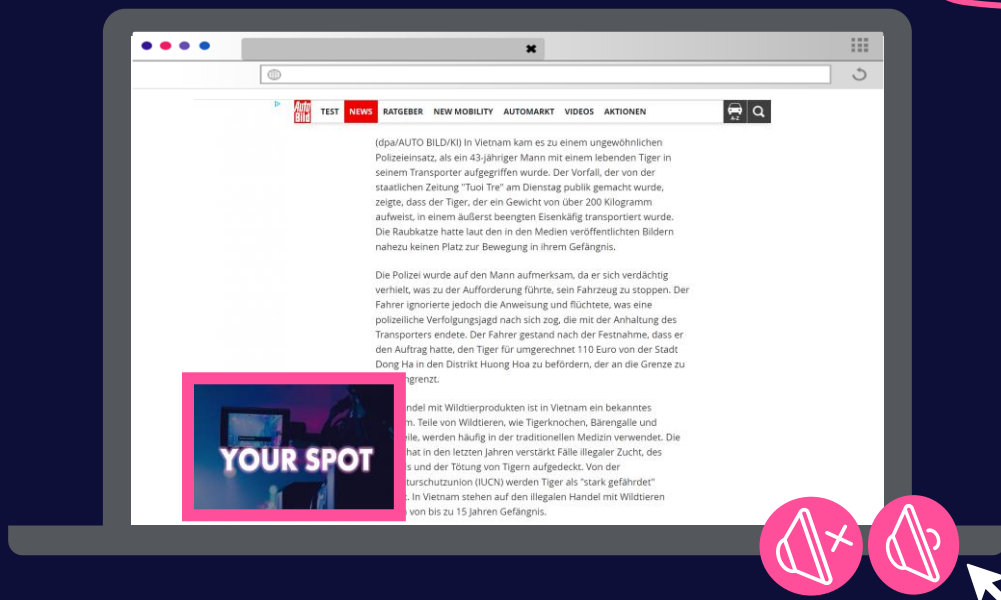


X-STREAM AD



X-TREME INSTREAM REACH

How it works: Instream video ad (muted) on article pages. Attention-grabbing integration in recommended editorial videos or the WELT TV livestream. When scrolling on the article pages, a muted "sticky player" with editorial video content is displayed in the bottom left-hand corner. When scrolling further, this remains prominently in position. The sound can be activated by clicking on the loudspeaker symbol.

Booking options: On autobild.de, bild.de, bz-berlin.de, computerbilde.de, finanzen.net, fitbook.de, myhomebook.de, petbook.de, sportbild.de, stylebook.de, techbook.de, travelbook.de and welt.de (desktop)

Format	RoS & Custom	RoP
X-Stream Ad (up to incl. 20 sec.)	65 €	45 €

1) Excess length (21-30 sec.) + 20 € CPM // Short spots (up to and incl. 6 sec.) - 10 € CPM
 Technical specifications of the advertising formats and dimensions can be found at <https://www.mediaimpact.de/de/digital-formate>
 All prices are (unless otherwise stated) CPM or fixed prices, less usual discounts and AE, plus VAT. | Errors and omissions excepted.