



PROGRAMMATIC SUMMER SPORTS SPECIAL

Euros 2024, The Olympics & Paralympics

impassioned by

media **impact** —

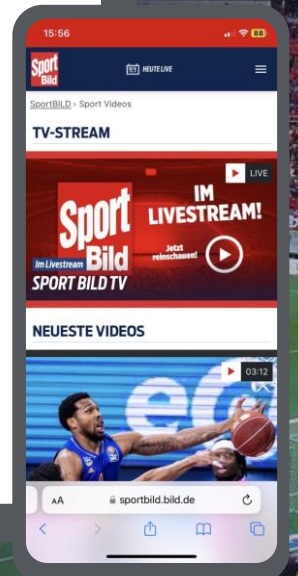
THE SUMMER SPORTS SEASON 2024 IS ALMOST HERE!

We're nearly there!

In less than 2 months, an unforgettable time of sporting highlights begins with the **UEFA European Championship**, the **Olympic games** and the **Paralympics 2024**.

With our **Programmatic Guaranteed** and **Private Auction Deals**, your brand can appear next to the **best sporting events of 2024**.

Book now and secure your place in the **game!**



THE PERFECT ENVIRONMENT FOR SPORTS THIS SUMMER – OUR SPORTS TARGETING

Combining contextual and interest targeting, our environments offer optimal reach in the right environment for your message:

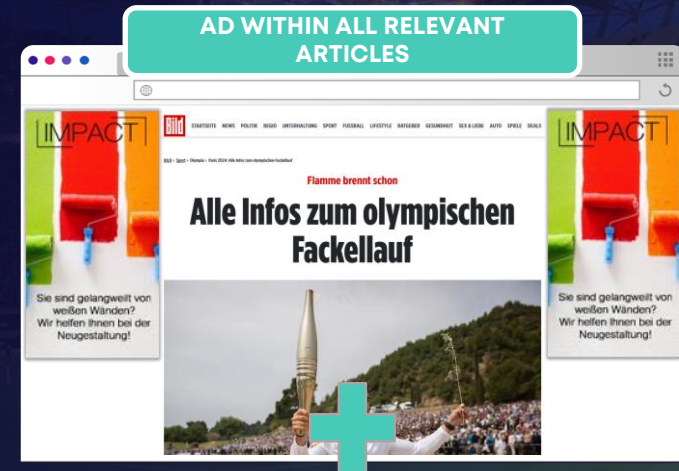
CONTEXTUAL TARGETING:

Your advertising will be integrated within all relevant articles discussing the sporting events 2024 this summer.



INTEREST TARGETING:

Your ad will also be shown to users who have shown an interest in these summer sporting events 2024 within the whole Media Impact portfolio.



OUR SPORT TARGETING WITH THE RIGHT DISPLAY FORMATS

DISPLAY PRIVATE AUCTION



Double Dynamic Sitebar²
(1000x1000)

Dynamic Fireplace²
(1000x600)

RON
+
Interest & Contextual
Floor: 16,00 €



Dynamic Sitebar
(min. 300x600, 500x1000)

Wallpaper Ad²
(728x90 + 120x600)

RON
+
Interest & Contextual
Floor: 6,50 €



Billboard¹
(970x250; 800x250)

HPA Sticky²
(300x600)

RON
+
Interest & Contextual
Floor: 5,00 €



Multiscreen HPA
(300x600)

Interscroller / Parallax
(300x600 / 320x480)

RON
+
Interest & Contextual
Floor: 4,50 €



Ad Bundle
(728x90; 300x250;
120/160x600)

M-MREC¹
(300x250)

RON
+
Interest & Contextual
Floor: 3,00 €



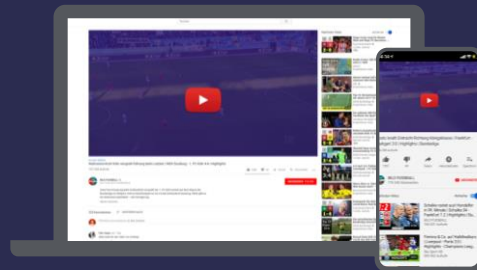
Mobile Content Ad¹
(320x50; 320x75/80;
320x100)

RON
+
Interest & Contextual
Floor: 2,50 €

¹ Billboard, Sticky HPA, MRec and Mobile Content can also be booked as native ads

² A template from Media Impact is required for the Double Dynamic Sitebar, the Dynamic Fireplace and the Wallpaper. It's hosted in the advertiser ad server. The targetings can also be booked separately.

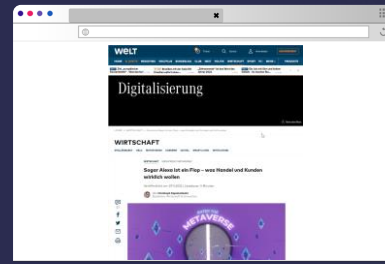
OUR SPORT TARGETING WITH THE RIGHT VIDEO FORMATS



YOUTUBE AD

SportBILD Channel and relevant playlists

**Programmatic Guaranteed
Price on request**



OUTSTREAM AD

RON
+
Interest & Contextual

Floor: 9,00 €



X-STREAM AD

RON
+
Interest & Contextual

Floor: 7,00 €

THE BIGGEST STATEMENT? HOMEPAGE TAKEOVER!

HOMERUN BASIC

- Stationary¹ : Wallpaper / Billboard / Gallery Ad / (Dynamic) Sitebar / Fireplace (+ optional sticky or expandable)
- Mobile: Medium Rectangle / Understitial² / Gallery Ad / Content Ad + Lead Ad³ 4:1 / 6:1

HOMERUN DELUXE

- Stationary¹ : Billboard (100/1) / Dynamic Fireplace/ Curtain Dropper⁴ / Double Dynamic Sitebar / Video Wall⁴ / Bridge Ad⁴ / Image Reveal Ad / Catalog Ad / TwoFace Ad
- Mobile: Medium Rectangle / Interscroller² / Content Ad / Understitial² + Lead Ad³ 2:1 / 4:1

HOMERUN SUPREME

- Stationary BIG Stage: Automatic Pre Expanding Video Wall (max. 8 seconds)
- Mobile BIG Stage: Medium Rectangle / Video Interscroller (9:16)² / Content Ad / Video Understitial² + Optional Lead Ad 2:1 / 4:1 with muted video autoplay and with Wifi targeting (16:9)³

¹ Sticky ads float when scrolling for optimal display and improved viewability. On a tablet, delivery of a billboard is recommended.

² Not bookable in App. A fallback medium rectangle is required

³ For BILD.de: Lead Ad is optionally bookable, but it is not counted as part of the guarantee fulfillment.

⁴ FC=1/day, a billboard or a fireplace can remain as a fallback



19'000'000 Als Guarantee

Basic: 10,53 € gross CPM

Deluxe: 12,11 € gross CPM

Supreme: 20€ gross CPM

2'000'00 Als Guarantee

Basic: 29,50 € gross CPM

Deluxe: 34,50 € gross CPM



1'000'00 Als Guarantee

Basic: 26,25 € gross CPM

Deluxe: 31,50 € gross CPM

YOUR CONTACT

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