



PROGRAMMATIC
BLACK
WEEK 2024

The shopping event of the year

WHAT YOU CAN EXPECT THIS YEAR WITH PROGRAMMATIC



PREMIUM FORMATS

High quality advertising formats for maximum visibility



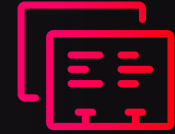
MAXIMUM ATTENTION

All eyes on you with our exclusive takeovers



PRECISE TARGETING

Precise targeting for addressing specific target groups

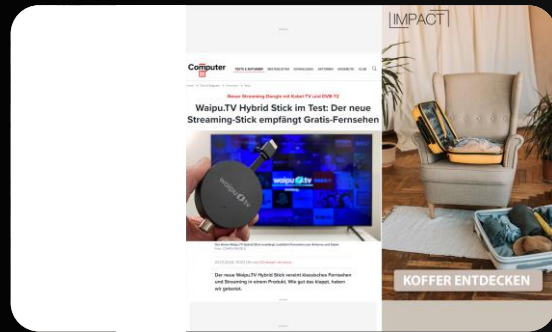


COMPELLING PORTFOLIO

Profit from our strong reach and renowned brands

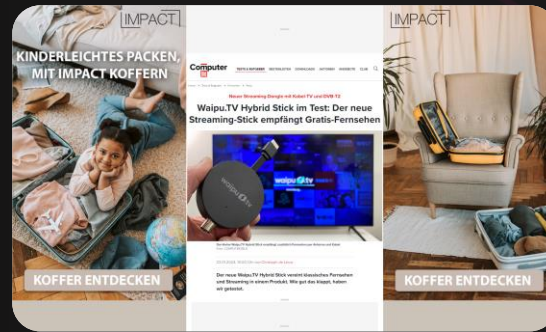
HIGH VALUE FORMATS

AVAILABLE AS PRIVATE MARKETPLACE DEALS



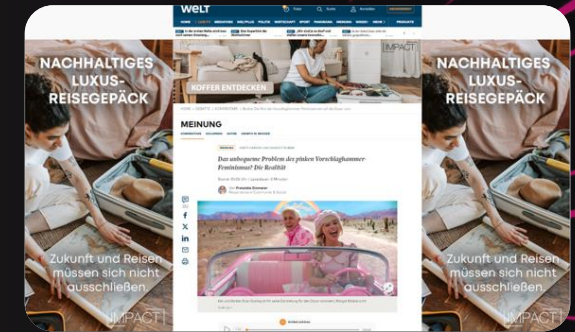
DYNAMIC SITEBAR

The Dynamic Sitebar is visible at all times thanks to the dynamic adjustment to relative screen sizes. It is therefore the ideal format for a multiscreen activity.



DOUBLE DYNAMIC SITEBAR*

The Double Dynamic Sitebar guarantees a particularly high viewability thanks to the dynamic and sticky sitebars.



DYNAMIC FIREPLACE*

The large ad space of billboard and double dynamic sitebar formats achieve high viewability right next to the editorial content.

*A template from Media Impact is required for the Double Dynamic Sitebar and the Dynamic Fireplace. The quality of delivery is checked daily by Media Impact during the week.

ALL EYES ON YOU!

HOMEPAGE TAKEOVER

HOMERUN BASIC

- Desktop¹: 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

- Desktop¹: 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

- Desktop 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 Videoautoplay with Wifi Targeting (16:9)³

¹ Sticky adverts float when scrolling to / for an optimal display and improved viewability. Delivery of a billboard is recommended on tablet.

² Not bookable inApp. A fallback medium rectangle is required

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

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



19'000'000 Ais Guarantee

Basic: 11,06 € gross TKP
Deluxe: 12,64 € gross TKP
Supreme: 20€ gross TKP

2'000'00 Ais Guarantee

Basic: 29,50 € gross TKP
Deluxe: 34,50 € gross TKP

300'000 Ais Guarantee

Basic: on request
Deluxe: on request

BLACKWEEK SPECIAL PERSONA TARGETING



**TRAVEL LOVER
BUDGET TRAVELER**



**TECHNOPHILE
NEXT GEN HARDWARE**



**YOUNG
PERFORMER**



**HIGH EARNER
NOT RICH YET**



**FAMILY &
LEISURE**



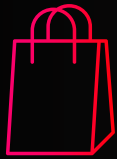
INFO:

Formats: freely available

Placement: ROP

Price: 4€ NETTO TKP

PRECISE TARGETING FOR EVERY BRIEF



BLACK FRIDAY & CYBERMONDAY SPECIAL

Shopper looking for exclusive Black Friday and CYber Monday offers in all categories.

SHOPPING DEALS

Bargain hunters who track the best deals and discounts in different categories.

FASHION

Fashion-conscious shoppers looking for good deals on clothing and accessories.

TECHNOLOGY

People who want to take advantage of discounts on electronics such as smartphones, laptops and gadgets.

TRAVEL

People looking for great deals on flights, hotels and holidays.

THE RIGHT SHOPPING ENVIRONMENTS

OUR PERFECT FIT TARGETING

Our environments, combined with **Contextual** and **Interest Targeting**, offer optimal reach in the right environments for your ad message.

CONTEXTUAL TARGETING:

Your ads will be integrated into all thematically relevant articles across the portfolio.



INTEREST TARGETING:

Your ad will be displayed to all **Users** in the entire Media Impact portfolio who often read articles on the same topic – regardless of the content itself.



OUR BLACKWEEK-TARGETING WITH THE RIGHT DISPLAY-FORMATS

DISPLAY PRIVATE AUCTION



Double Dynamic Sitebar²
(1000x1000)

Dynamic Sitebar
(min. 300x600, 500x1000)

Billboard¹
(970x250; 800x250)

Multiscreen HPA
(300x600)

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

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

Dynamic Fireplace²
(1000x600)

Wallpaper Ad²
(728x90 + 120x600)

HPA Sticky²
(300x600)

**Interscroller³ /
Parallax**
(300x600 / 320x480)

M-MREC¹
(300x250)

RON
+
Interest & Contextual
Floor: 16,00 €

RON
+
Interest & Contextual
Floor: 6,50 €

RON
+
Interest & Contextual
Floor: 5,00 €

RON
+
Interest & Contextual
Floor: 4,50 €

RON
+
Interest & Contextual
Floor: 3,00 €

RON
+
Interest & Contextual
Floor: 2,50 €

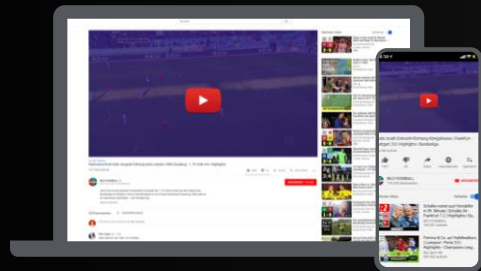
¹ Billboard, Sticky HPA, M-Rec and Mobile Content Ad can also be booked as native ads.

² A template from Media Impact is required for the Double Dynamic Sitebar, the Dynamic Fireplace and the Wallpaper. It is hosted on the advertiser ad server.

³ Viewport: 60%

The targetings can also be booked independently of each other

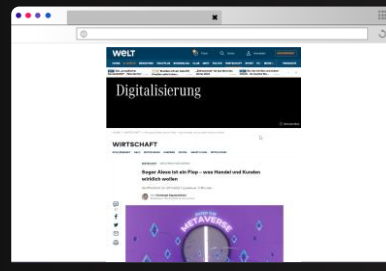
OUR BLACKWEEK-TARGETING WITH THE RIGHT VIDEO FORMATS



YOUTUBE AD

SportBILD Channel and
relevant Playlists

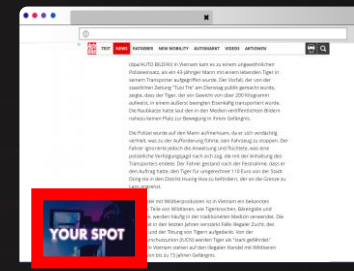
Programmatic Guaranteed
Price on request



OUTSTREAM AD

RON
+
Interest & Contextual

Floor: 9,00 €



X-STREAM AD

RON
+
Interest & Contextual

Floor: 7,00 €



MUTED INSTREAM

RON
+
Interest & Contextual

Floor: 7,00 €

YOUR CONTACTS

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