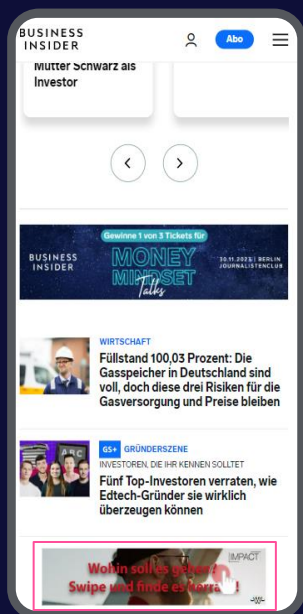


MOBILE SWIPE AD



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, RoP

Notes: Not bookable InApp

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

DISPLAY ROP - incl. a 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) CPM or fixed prices, less usual discounts and AE, plus VAT. | Errors and omissions excepted.