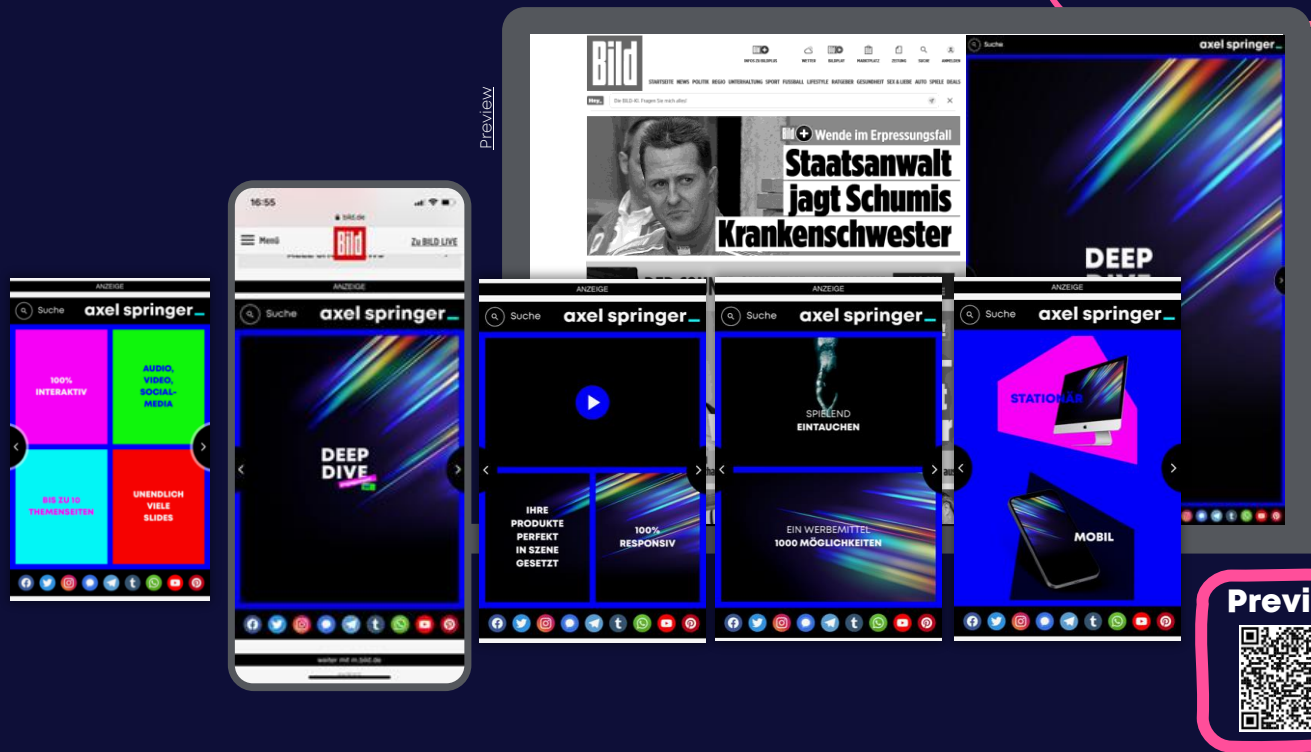


# ENGAGEMENT AD



## Interactive staging of your product variety!

**How it works:** up to 8 different charts on one AdSlot, charts can each be customised with images, videos, claims and CTAs; high engagement rates thanks to customised design of the advertising media

**Booking options:** Ros & Custom, RoC and RoP, also bookable as Home Run fixed placement (see property factsheets)

**Notes:** different targeting options, see targeting price list

FORMAT	PRICE	
<b>Engagement Ad</b> Sitebar + Interscroller	RoS & Custom	92 €
	RoC	82 €
	RoP	77 €

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.