

BEST OF BILD.DE HOMERUNS

BILD HOMERUN BASIC WALLPAPER

FUNCTIONALITY

The wallpaper is a combination of the Superbanner and Skyscraper placement.

By additional colouring of the website background it can also be used as an attention-grabbing homepage colouring. The advertising material is therefore ideally suited for branding campaigns.

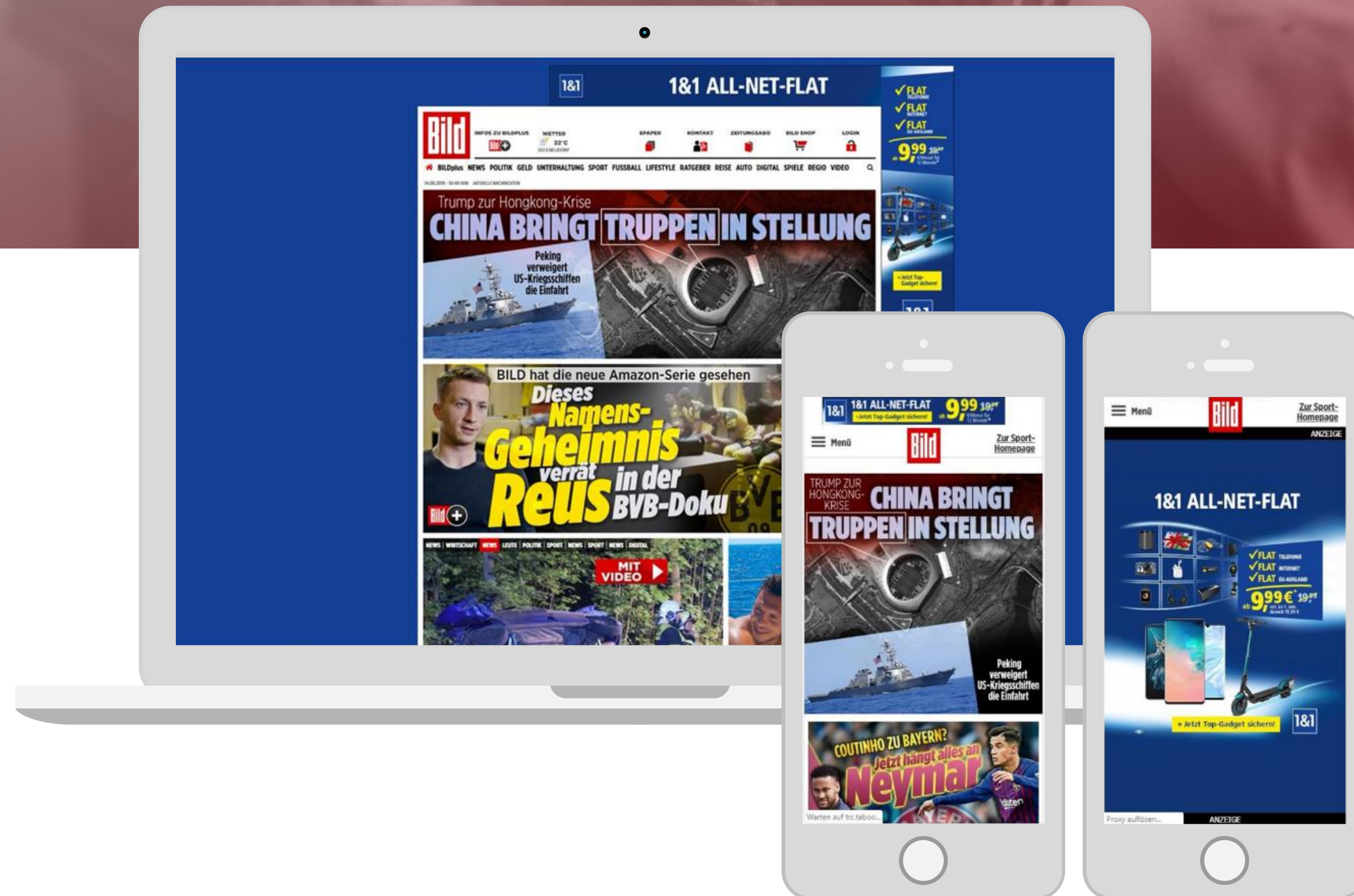


BILD HOMERUN BASIC BILLBOARD

FUNCTIONALITY

Due to the generous dimensions, there is a lot of space available for design and information.

The best way to get into the users' field of vision.

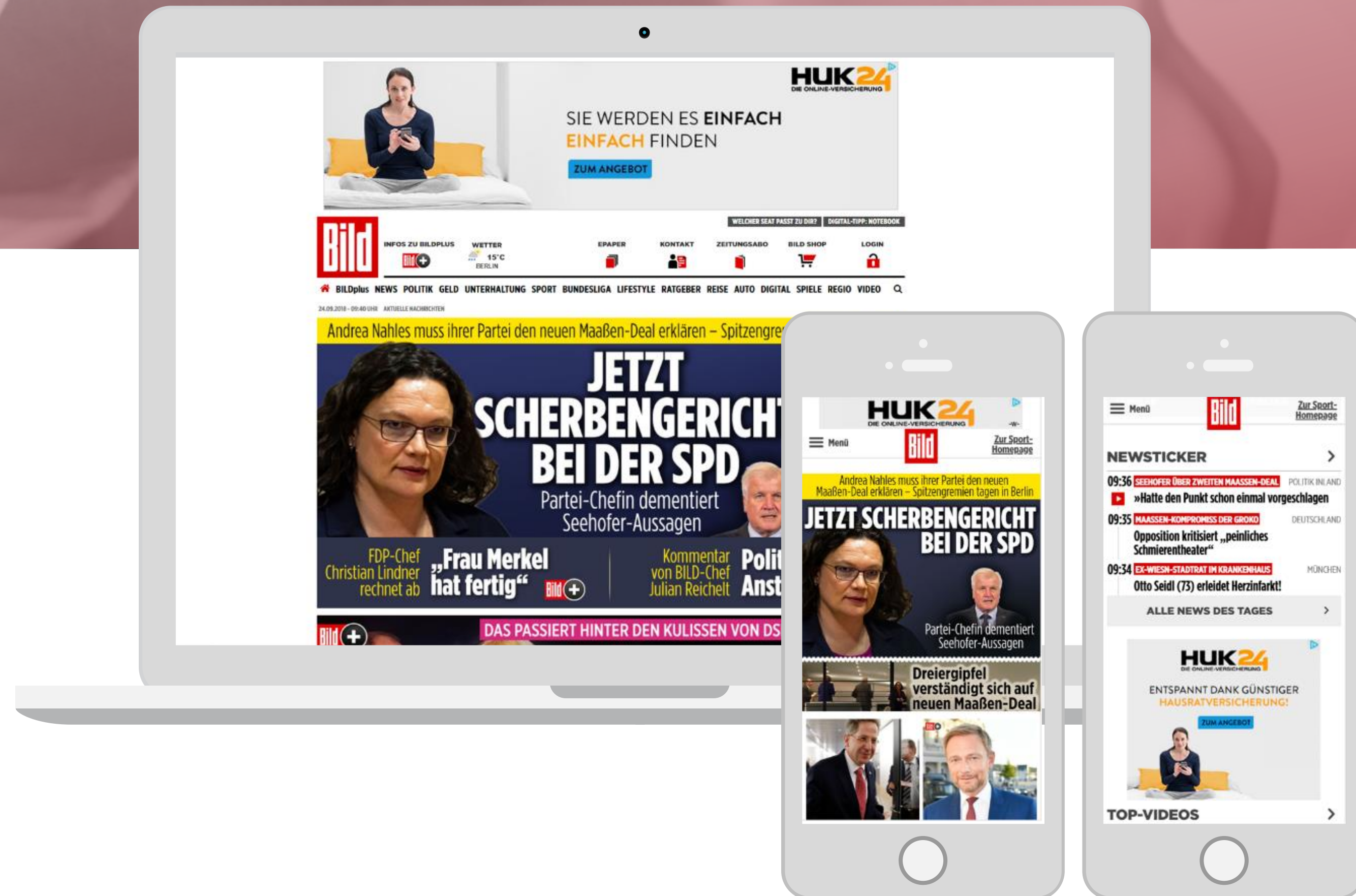


BILD HOMERUN BASIC DYNAMIC SITEBAR

FUNCTIONALITY

The scalable sitebar is, due to the dynamic adjustment to the screen size, completely visible at any time and is therefore ideal for different screen sizes.



BILD HOMERUN BASIC FIREPLACE

FUNCTIONALITY

The Fireplace Ad encloses the content from three sides. It offers a lot of scope for the highly visible, creative and attention-getting presentation of your brand.

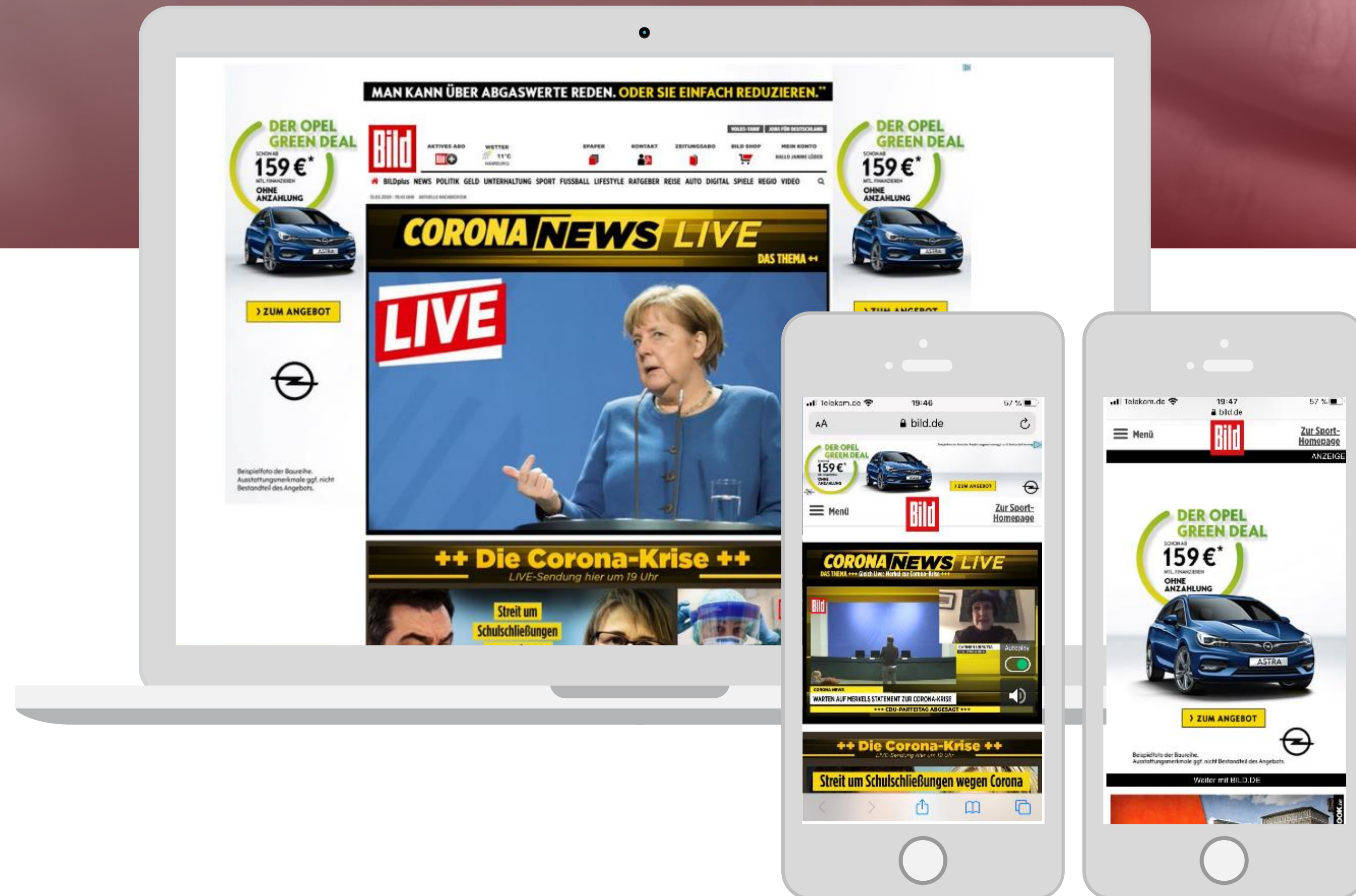
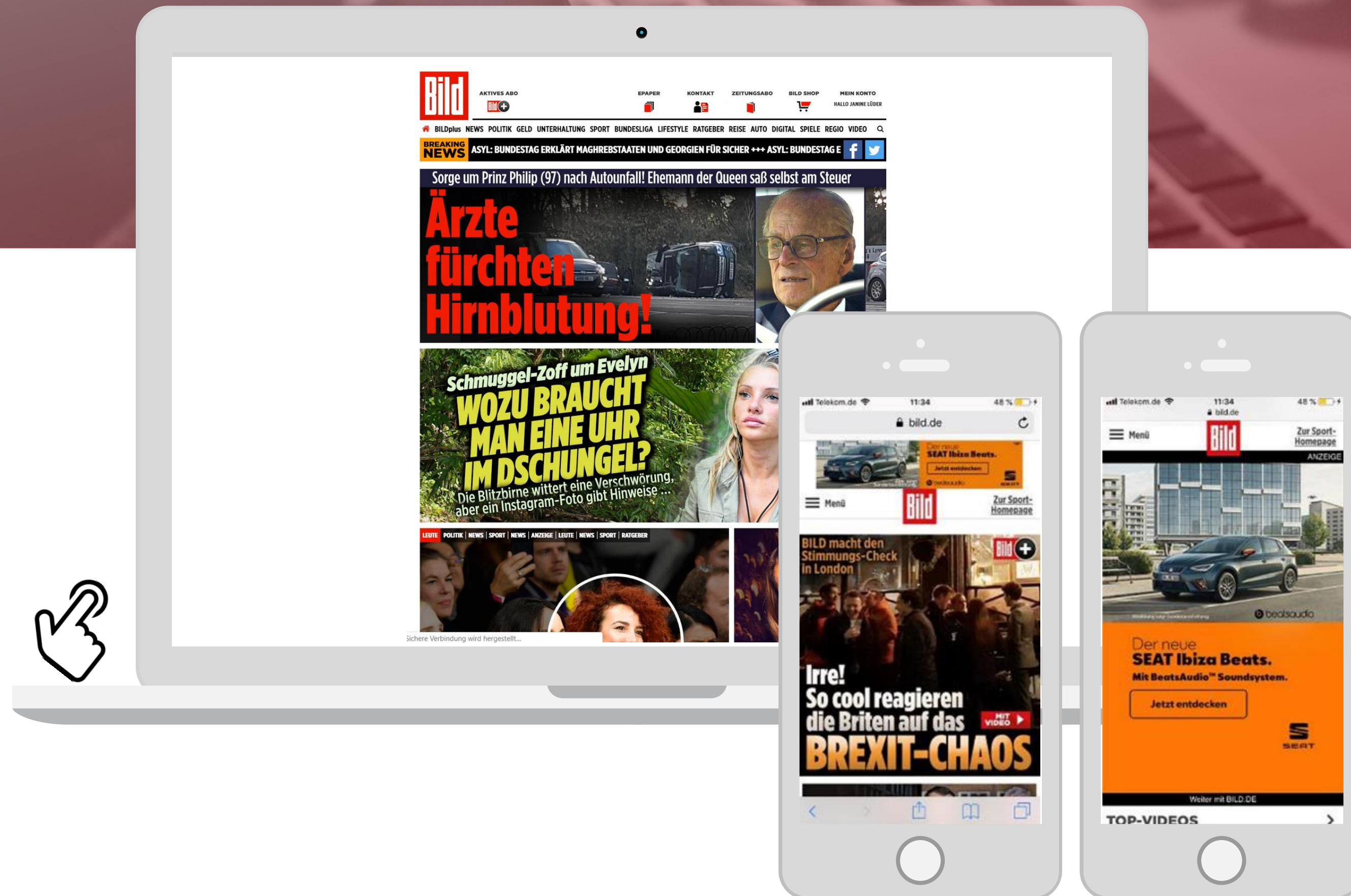


BILD HOMERUN DELUXE BILLBOARD 100/1

FUNCTIONALITY

You want to be sure that your advertising material is seen? With the Billboard 100/1, the advertising material is 100% in the visible area of the user for at least 1 second by remaining sticky for 3 seconds while scrolling.



BILLBOARD + DOUBLE DYNAMIC SITEBAR

FUNCTIONALITY

With this advertising medium you are always in the field of vision of the user. The billboard is positioned above the navigation. The dynamic sitebars are connected to the pages and run along with the scrolling.

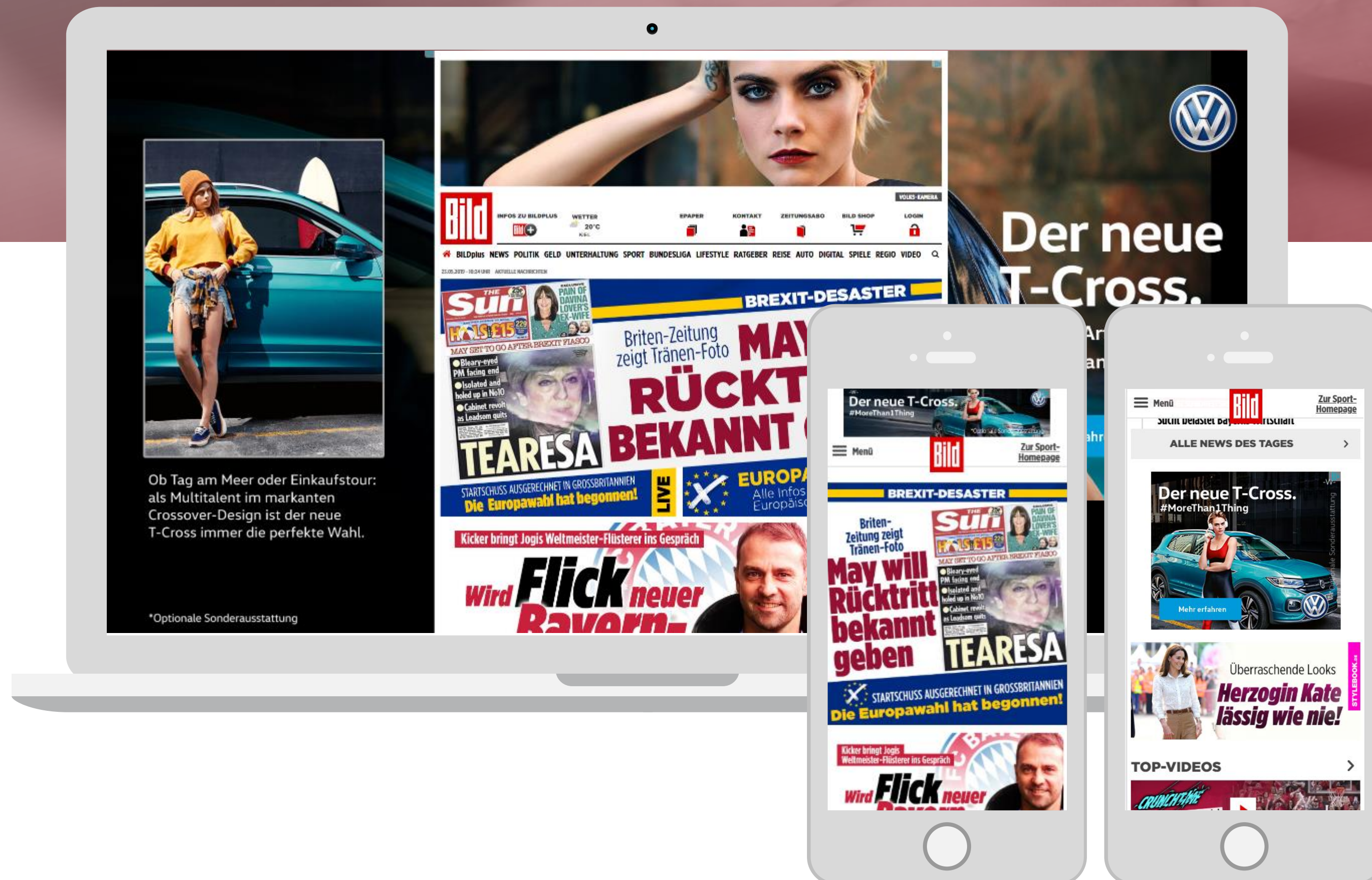


BILD HOMERUN DELUXE BRIDGE AD

FUNCTIONALITY

With this advertising material you are sure to make a big entrance. On the billboard under the navigation system, additional advertising impact can be placed in the user's field of vision. Here the billboard is provided with a FC=1 per day. After that the Fireplace remains standing. While scrolling, the sidebars of the Fireplace run along with the content.



BILD HOMERUN DELUXE CURTAIN DROPPER

FUNCTIONALITY

Big! Bigger! Curtain Dropper! This advertising medium innovation will certainly remain in the memory of every user. The curtain falls over the content and remains here for 5 seconds. Due to an FC=1 per day, an additional billboard has to be delivered to ensure your visibility for the rest of the day.

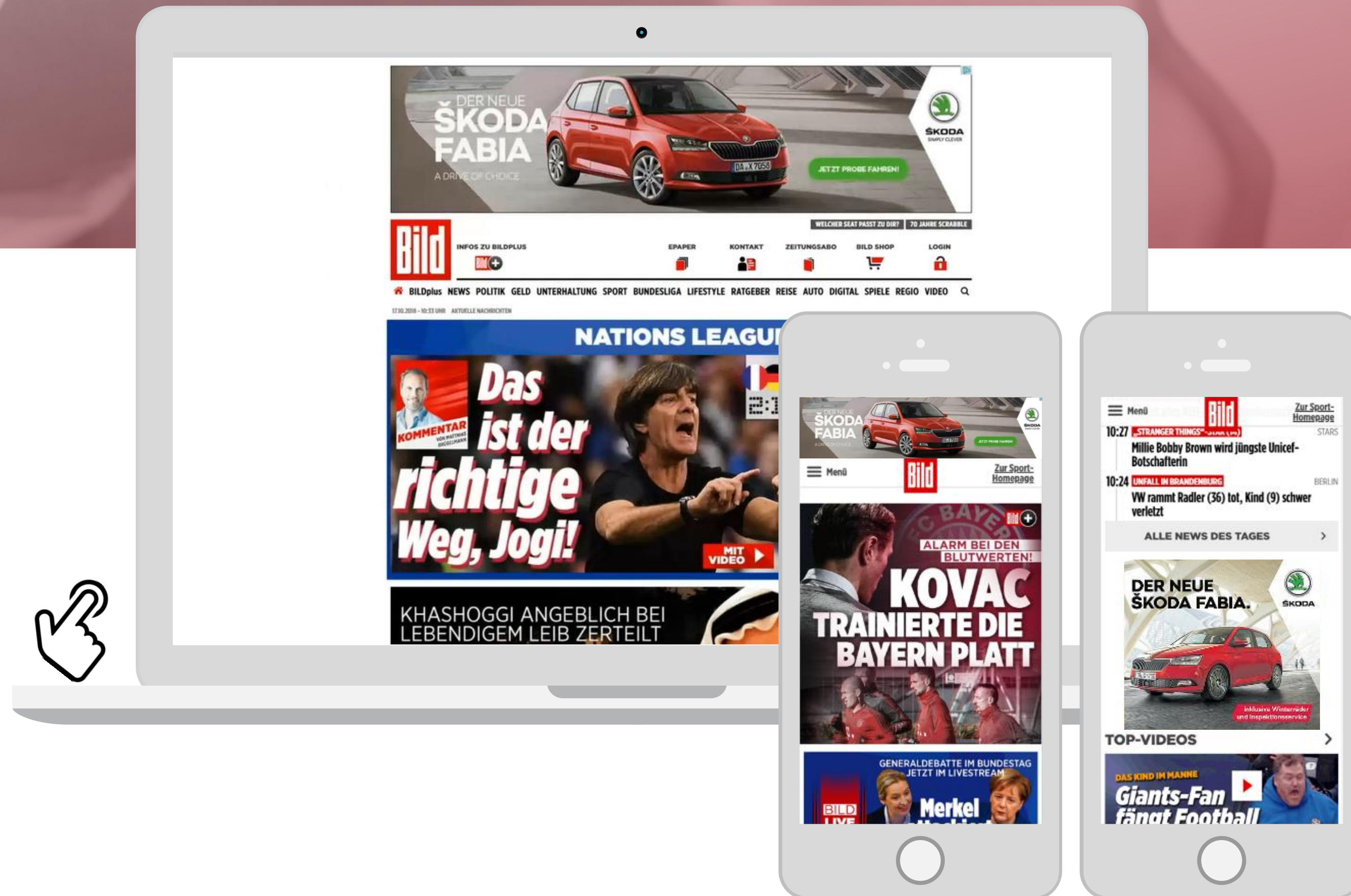
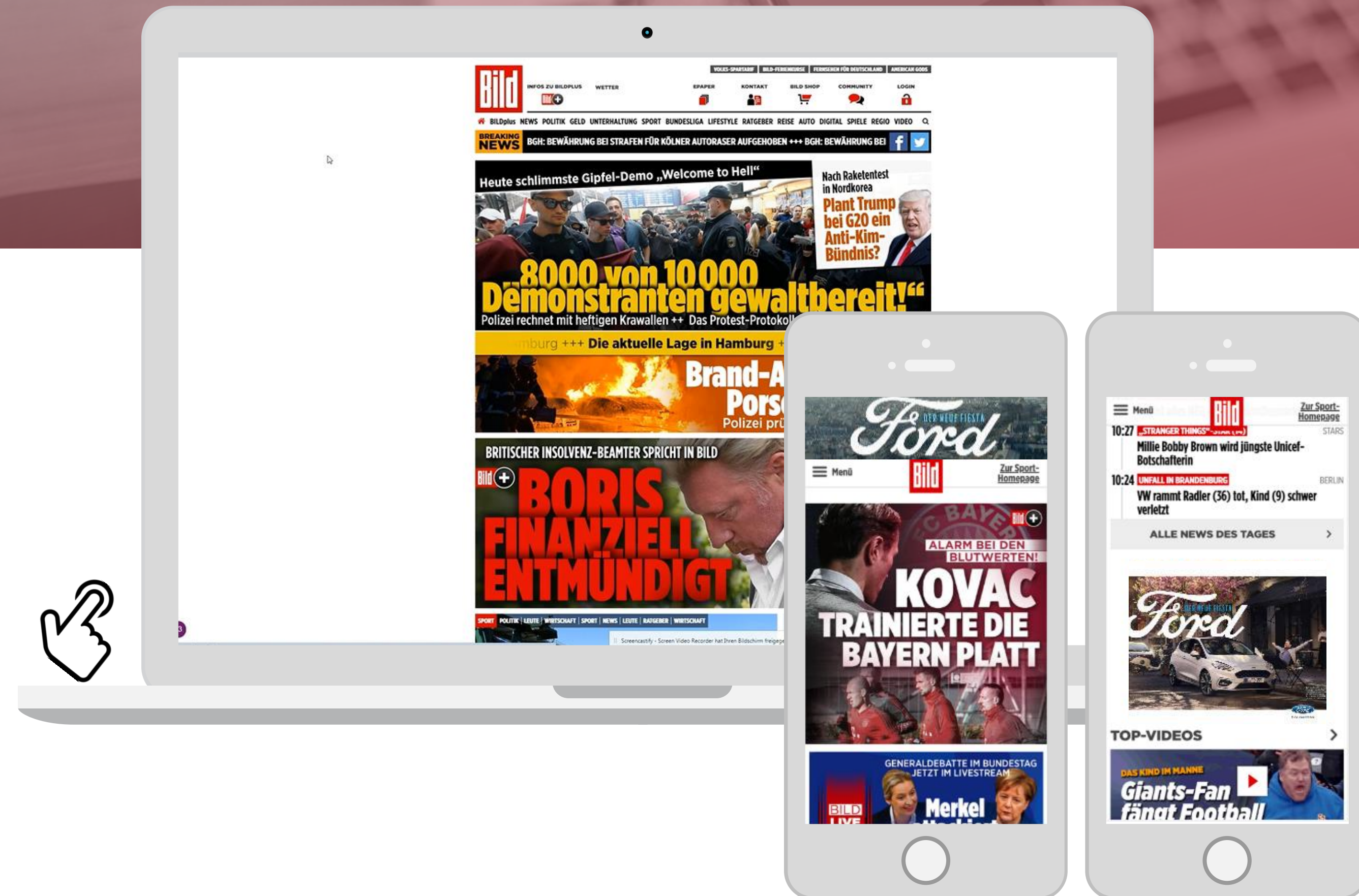


BILD HOMERUN DELUXE VIDEO WALL

FUNCTIONALITY

Do you have high-quality video content that you want to present to a large audience? Then the BILD Video Wall is just the right thing for you. The video starts automatically in the background when the homepage is loaded. By mouse-over over the billboard, your commercial is placed over the content of BILD.de and closes with the close button.



DOUBLE DYNAMIC SITEBAR

FUNCTIONALITY

To the left and right of the content you can tell your story on BILD.de! The sitebars are, due to the dynamic adjustment to the screen size, completely visible at any time and are therefore ideal for different screen sizes. In order to guarantee optimal visibility, the sitebars run while scrolling.

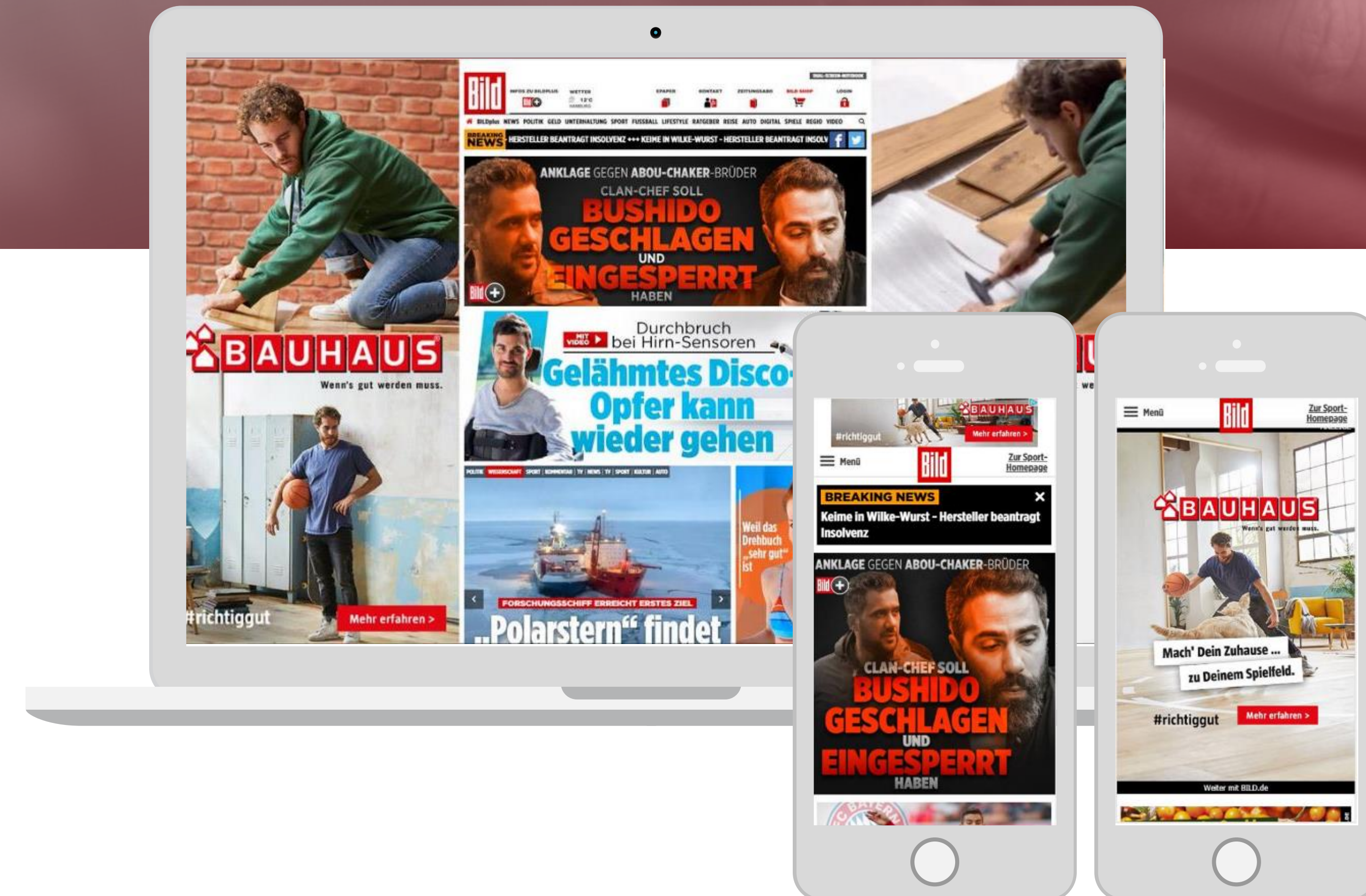


BILD HOMERUN SPECIAL BRAND DAY

FUNCTIONALITY

More than 48.000.000 AIs within 24 hours!
More branding on the BILD.de and BILD Mobil homepage is impossible. You tell your story on Germany's strongest home on 13 top-ranked web resources. Interactive advertising media, storytelling in the course of the story, there are no limits to what you can achieve.



BILD HOMERUN SPECIAL

HOMERUN TARGETING

FUNCTIONALITY

We use our user-exact data segments to reach your desired target group and to provide you with an individual advertising material creation. Reach men and women, all age groups or up to 1,500 regional addresses with individual advertising media.

For non-assigned users a neutral fallback advertising medium is played out.*



HOMERUN PROGRAMMATIC

FUNCTIONALITY

You book comfortably via programmatic ways and receive one day of guaranteed exclusivity on Germany's strongest home. In order to guarantee you planning security, we cover your bill from 16.1 million ad impressions* All additional ais will not be charged to you.



BILD SPECIAL BILD RUN

FUNCTIONALITY

The BILD Run bundles all relevant channel start and article pages in a single product. By placing you exclusively where the attention of our BILD users is highest, we guarantee optimal viewability and maximum commitment.

BILD SPECIAL TOPIC RUN

FUNCTIONALITY

Users are divided into data segments based on their reading behavior over the last 30 days. Only those users with an affinity for the channel will then receive the respective advertising material.

For maximum visibility, they are also placed exclusively on the homepage of the respective channel. In this way you reach all relevant users.

