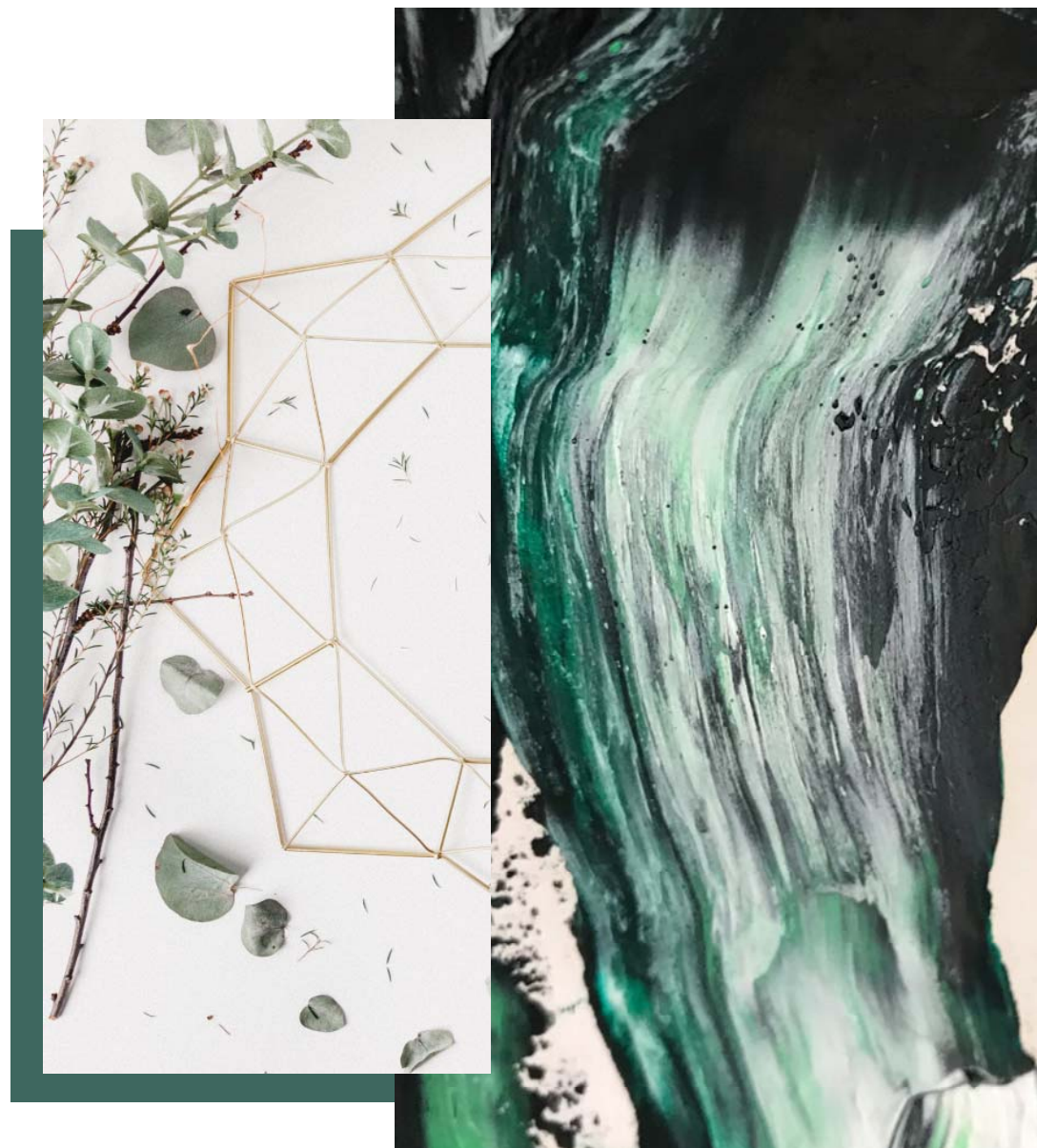


**HIGH FIVE**

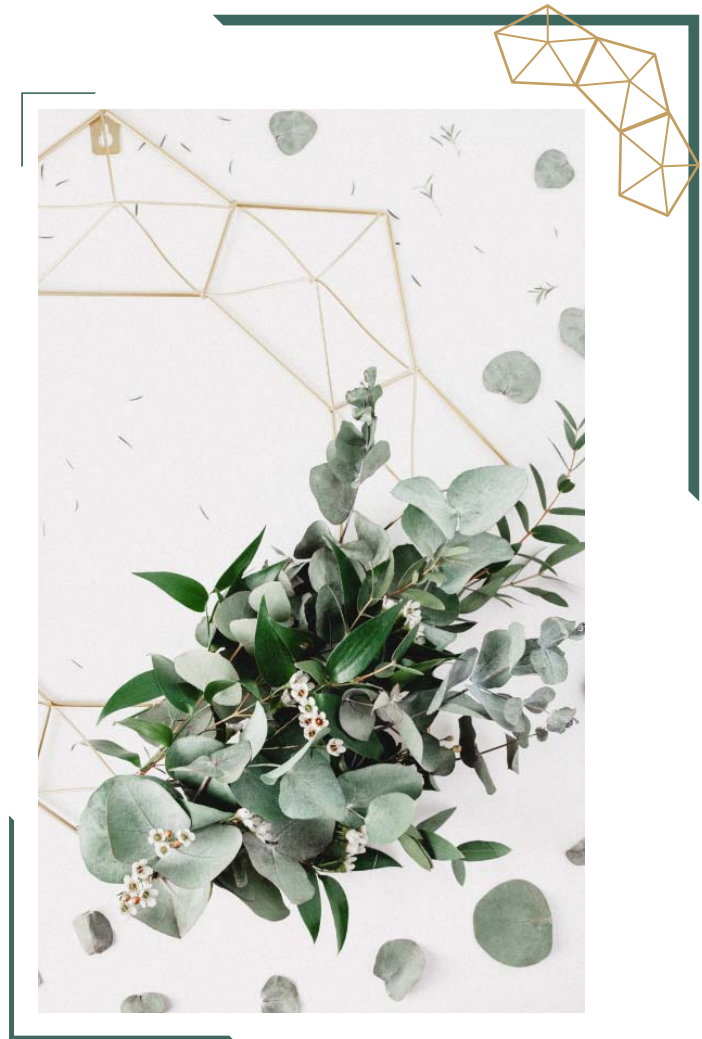
**OUR TOP DEALS  
AT THE TURN  
OF THE YEAR**

media **impact** ■



# High Five Deals

- 1 In-App Christmas-Push
- 2 BOOKS – Homepage Plus Day Package
- 3 WELT 2+1 New Year's Special
- 4 BILD: Thematic Special „Christmas“
- 5 Ho-Ho-HomeRun Deluxe@Sport1



**IN-APP**

**CHRISTMAS-PUSH**



# In-App Christmas-Push

Creative during Advent time

Benefit from the powerful reach of our Media Impact app, with free ad creation on top!

Guaranteed Reach: **2,000,000 AIs**

Attractive packge price: **30,000.-- €**

**FREE OF CHARGE CREATION  
OF AN ATTENTION-CATCHING AD**

Discounts for this offer are possible, agency commission is granted to media buying agencies, as recognised by Media Impact. Fixed price. All rates plus VAT, where applicable. Subject to alteration and printing errors.

## THREE OPTIONS

The image displays three smartphone screens, each showing a different ad format within the Media Impact app. The top of the screens shows a news article snippet titled 'Pavard stellt Bayern-Gerüchte klar'. Below the article, there are three distinct ad formats:

- Slider Ad:** Features a large image of a black helmet with the IMPACT logo and the text 'IMPROVE YOUR IMPACT' and 'JETZT ENTDICKEN!'. Below the image, it says 'Er wisse von den Medienberichten, "die sagen, dass ich bei Bayern schon einen Vertrag unterschrieben habe", erklärte'.
- Mosaic Ad:** Features a collage of images including a bottle of IMPACT product, a person, and a group of people. The text 'Er wisse von den Medienberichten, "die sagen, dass ich bei Bayern schon einen Vertrag unterschrieben habe", erklärte' is repeated.
- Shake Ad:** Features a large image of a green leaf with a red IMPACT product bottle. The text 'Mancini holt Balotelli zurück' is prominent, followed by 'Im Gegensatz zu Cassano verfiel Balotelli aber nicht dem Alkohol und Fast Food. Er war fit. Aber nicht ganz so fit wie faul. Das kostete dem "Enfant terrible" irgendwann auch die Anerkennung seines großen'.

Below each screen is a QR code and a label: 'Slider Ad', 'Mosaic Ad', and 'Shake Ad'.



**BOOKS**

**HOMEPAGE PLUS  
DAY PACKAGE**

TRAVELBOOK.DE



TECHBOOK



FITBOOK.DE



STYLEBOOK.DE

# BOOKS – Homepage Plus Day Package

A first-class lifestyle staging for Your brand

## Our Books are a must for those, who live lifestyle!

With our Homepage Plus Day Lifestyle package your brand will experience during the fourth quarter of 2018 **a first-class multiscreen staging** in our **Books** portfolio.

In addition to a **Homepage fixed placement**, a **First Contact placement** (first page view on the complete website with exception of homepage) will provide a glamorous presentation.

**Choose 3 among our 4 Books** for best synergy with Your product!

Guaranteed Als: **180,000**

Runtime: **1 day**

Package price: **13,500.-- €**

All rates plus VAT, where applicable. Subject to alteration and printing errors.

**FITBOOK.DE**

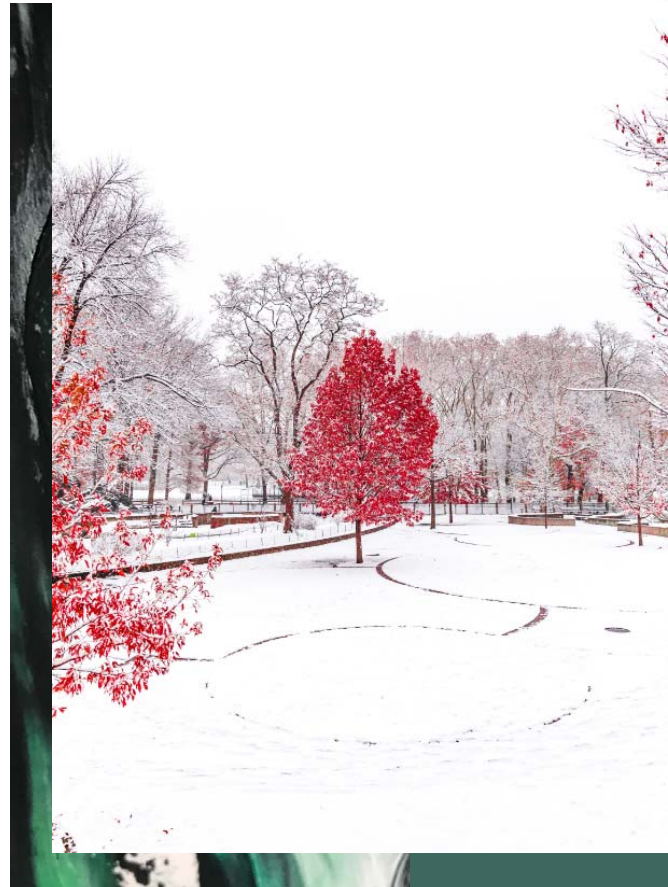
**STYLEBOOK.DE**

**TECHBOOK**

**TRAVELBOOK.DE**

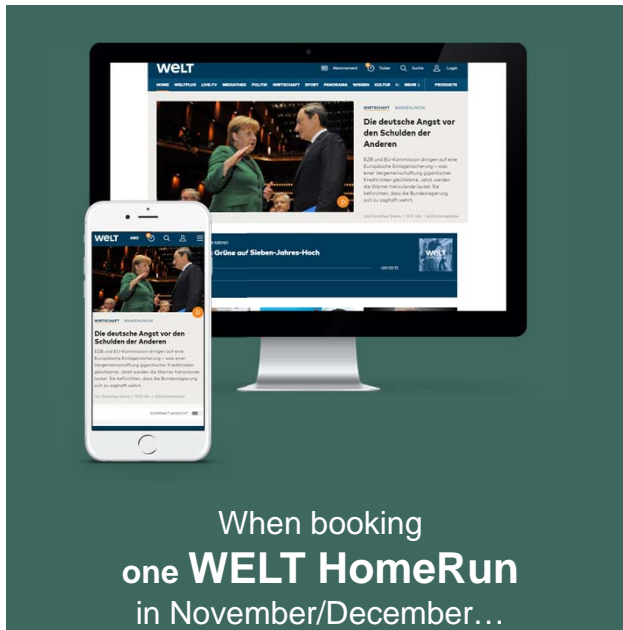


**WELT  
THEMATIC SPECIAL  
CHRISTMAS**

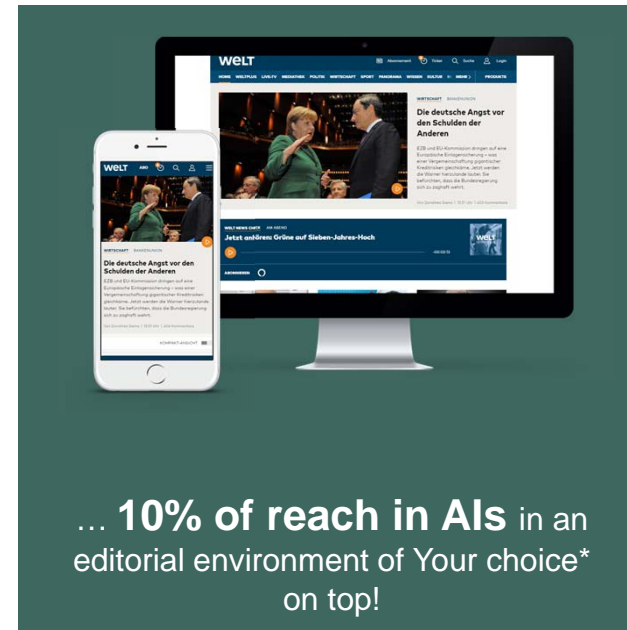


# Extending Your Christmans Campaign!

HomeRun plus reach package within an editorial environment of Your choice\*



When booking  
one **WELT HomeRun**  
in November/December...



... **10% of reach in Als** in an  
editorial environment of Your choice\*  
on top!

\* Excluding ICONST. When booking/ purchasing of a HomeRun (publication date must be between 01 November, 2018 and 31 December, 2018), 150 thousand Als free on top during the same time lapse. Volumes on Homerun/RoS until 31 December, 2018. Multiscreen delivery. Subject to alteration and printing errors.



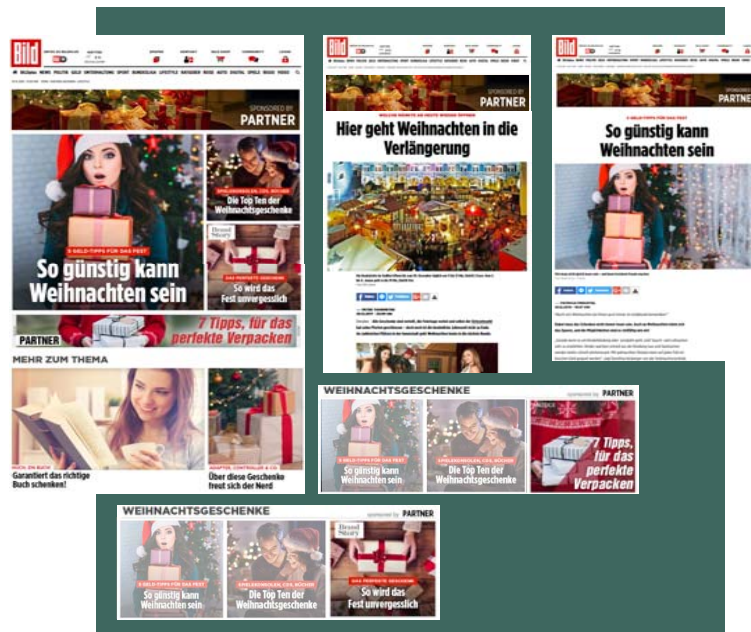
**BILD**

**THEMATIC SPECIAL  
CHRISTMAS**



# Exclusive Presenting of thematic Special „Christmas“

Your advertising message close to editorial content



Exclusive partner-presenting on article & microsite, prominent, native integration of partner's surfaces into BILD's home (possible layout example).

## Our Thematic Special all around Christmas



On a microsite:  
Editorial topics all around Christmas.



Exclusive presenting including partner's logo  
integration in header.\*



Multiscreen delivery, maximum visibility for Your  
campaign.



High-quality traffic supply with Germany's  
strongest homepage.

# Partner Surfaces on Germany's most powerful Home\*

Prominent native integration of partner's surfaces into BILD's Home\*



## Options

**1**  
Advertorial

**2**  
Brand Story

1. Editorial  
article teaser

2. Editorial  
article teaser

3. Partner's surface

### WEIHNACHTSGESCHENKE



1. Editorial  
article teaser

2. Editorial  
article teaser

3. Partner's surface

### WEIHNACHTSGESCHENKE



### Thematic Special Package M

including advertorial traffic

Reach: 22.05 mill. Als

Pricing: ~~210,000.--~~ € gross\*

**172,800.-- €**

Runtime: 4 weeks

### Thematic Special Package L

including Brand Story M

Reach: 12.75 mill. Als +  
100,000 views

Pricing: ~~332,000.--~~ € gross\*

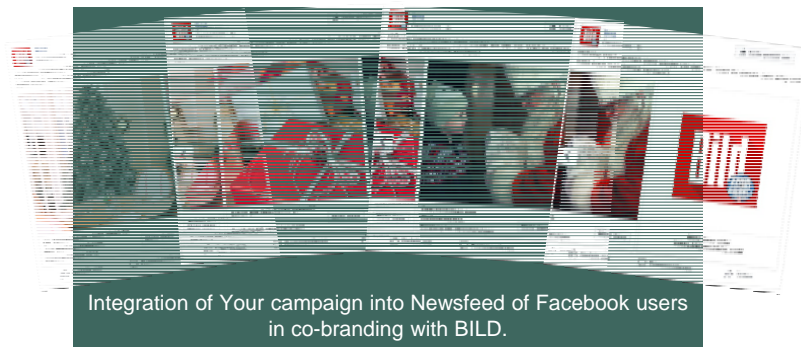
**249,000.-- €**

Runtime: 4 weeks

\* Pre discounted - Plus creation, realisation costs. Lead time: At least 3 weeks. Individual solutions subject to approval by editorial board. All rates plus VAT, where applicable. Subject to alteration and printing errors.

# Christmas @ BILD Social Media

BILD Facebook & BILD Snapchat Discover



## Facebook Sponsored Posts Carousel Ad

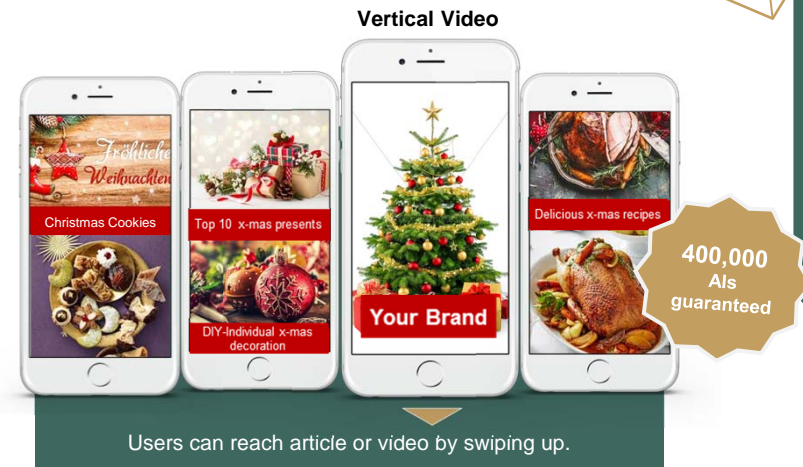
- Powerful reach, as well as brand recall:  
4 postings during a campaign runtime of 4 weeks possible.

### Facebook Sponsored Posts

Reach:	Pricing:	Runtime:
1.4 mill. Als	<del>46,000.-- € gross</del>	4 weeks

**36,800.-- €**

\* Production of vertical video or fullscreen ad (Cinemagraph, GIF or Image) 500.-- €, vertical video or fullscreen ad (Cinemagraph, GIF or Image) with advertorial 1,000.-- € (neither discounts, nor agency commission can be granted on such costs). All rates plus VAT, where applicable. Subject to alteration and printing errors.



## BILD Snapchat Monothematic Edition

- Our editorial team creates an edition all around Christmas & Your native ad will be delivered within content after respectively 3 Top-Snaps.

### BILD Snapchat Day Fixed Placement

Reach:	Pricing:	Runtime:
400,000.-- Als	<del>23,000.-- € gross*</del>	1 day

**18,400.--**

**HO-HO-HOMERUN  
DELUXE  
@SPORT1**

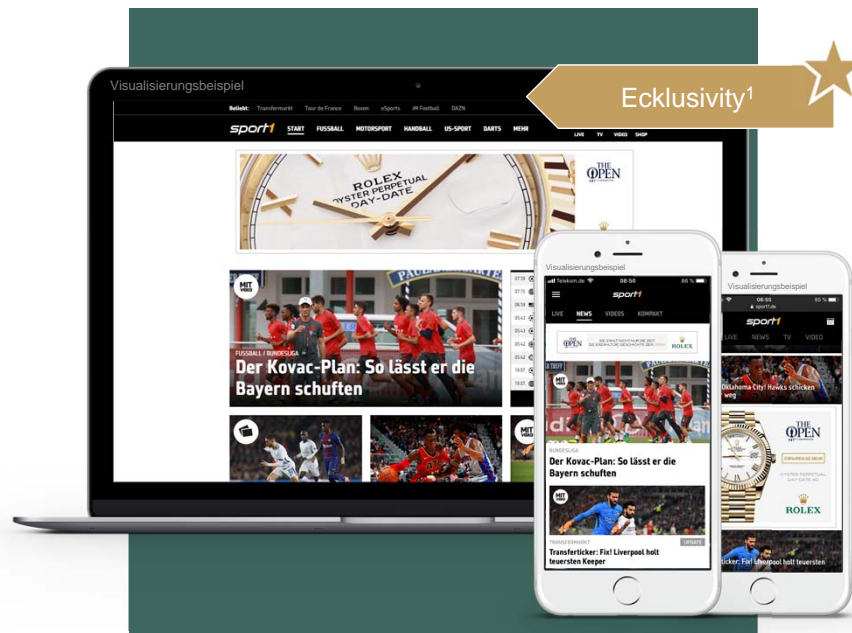
media **impact** ■





# Ho-Ho-Homerun DELUXE @ SPORT1 Digital

Full branding power until the end of 2018



**5X** Homerun Deluxe – 125,000.-- €

**10X** Homerun Deluxe – 225,000.-- €

**15X** Homerun Deluxe – 300,000.-- €

Valid for Homerun Deluxe incl. Desktop, MEW & Phone App. Valid as of now, up to and including 31 December, 2018 and according to availability. Only one action package per client. Packages must be booked completely and with one offer.

Ad formats combination: Desktop - Video Wall / Double Dynamic Sitebar / Billboard + Double Dynamic Sitebar / Bridge Ad / Curtain Dropper / Cinematic Ad / Billboard 100/1; MEW & Phone App - Content Ad 1:1 & reminder / Video Medium Rectangle & Reminder / Interstitial (FC 1/day) & reminder.

No additional discounts granted on offers. Agency discount, as well as agency commission are granted to media buying agencies, as recognised by Media Impact. Alle rates are fixed rates, plus VAT, where applicable. ¹Ad spaces Superbanner & Skyscraper (desktop) will not be occupied by other clients. Subject to alteration and printing errors.

**HIGH FIVE**

**OUR TOP DEALS  
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