

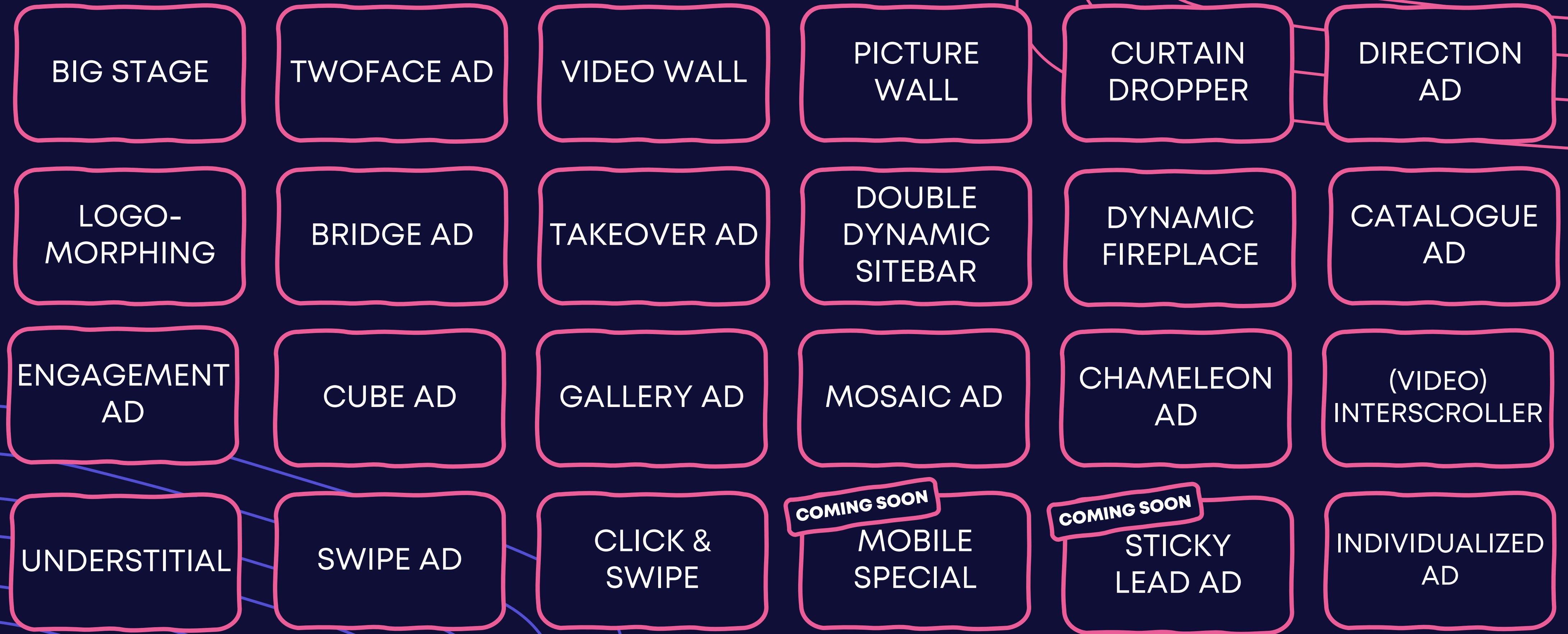


MEDIA IMPACT

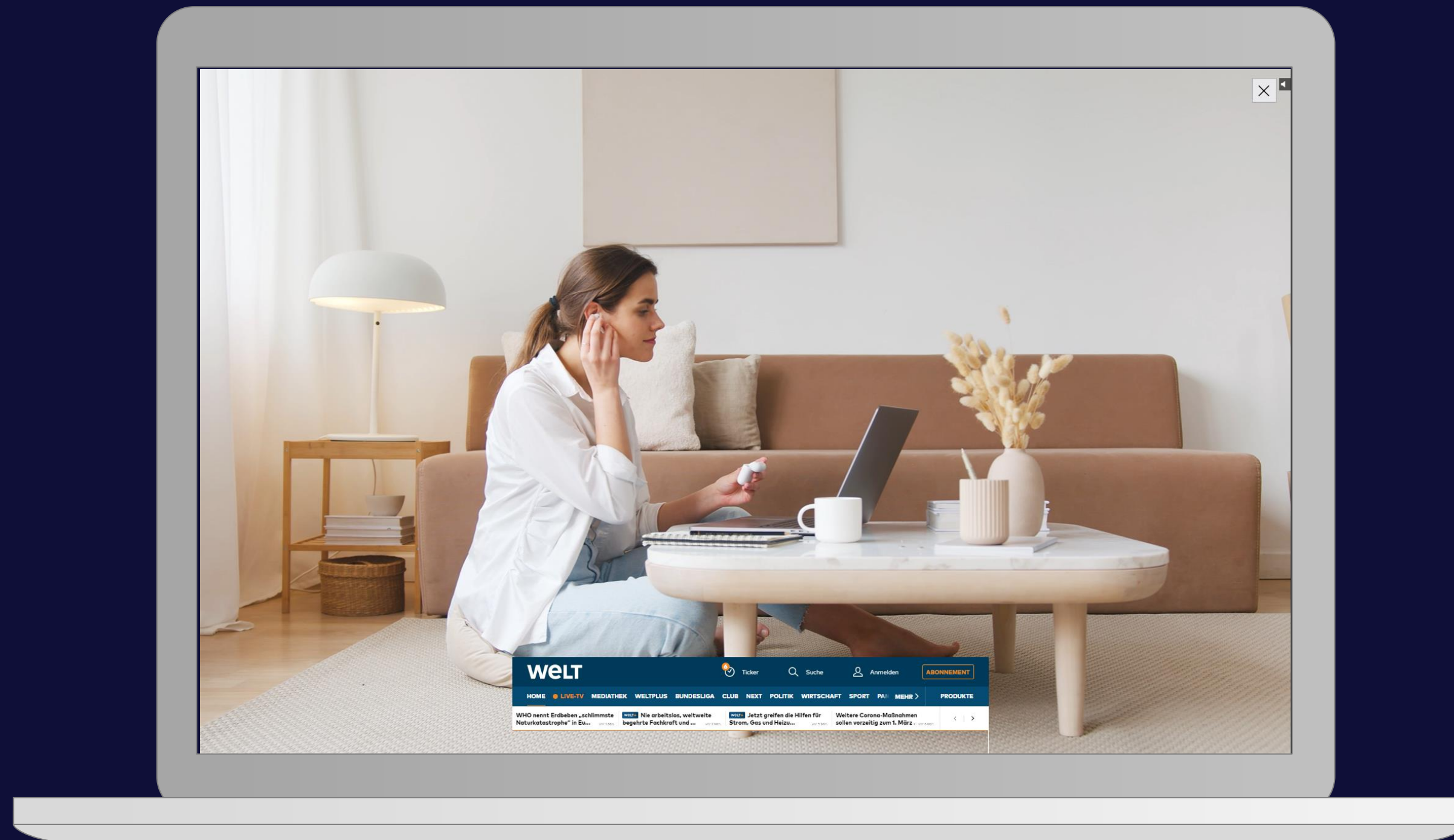
SPECIAL ADVERTISING

FORMATS

OVERVIEW



BIG STAGE

**CTR: 5%****PREVIEW**

Description: Automatic Pre Expanding Video Wall with autoclose and FC1; a DDS + Billboard stays as a reminder

Booking options: Home Run Supreme

Exclusions: -

Programmatic: Programmatic guaranteed (publisher hosted)

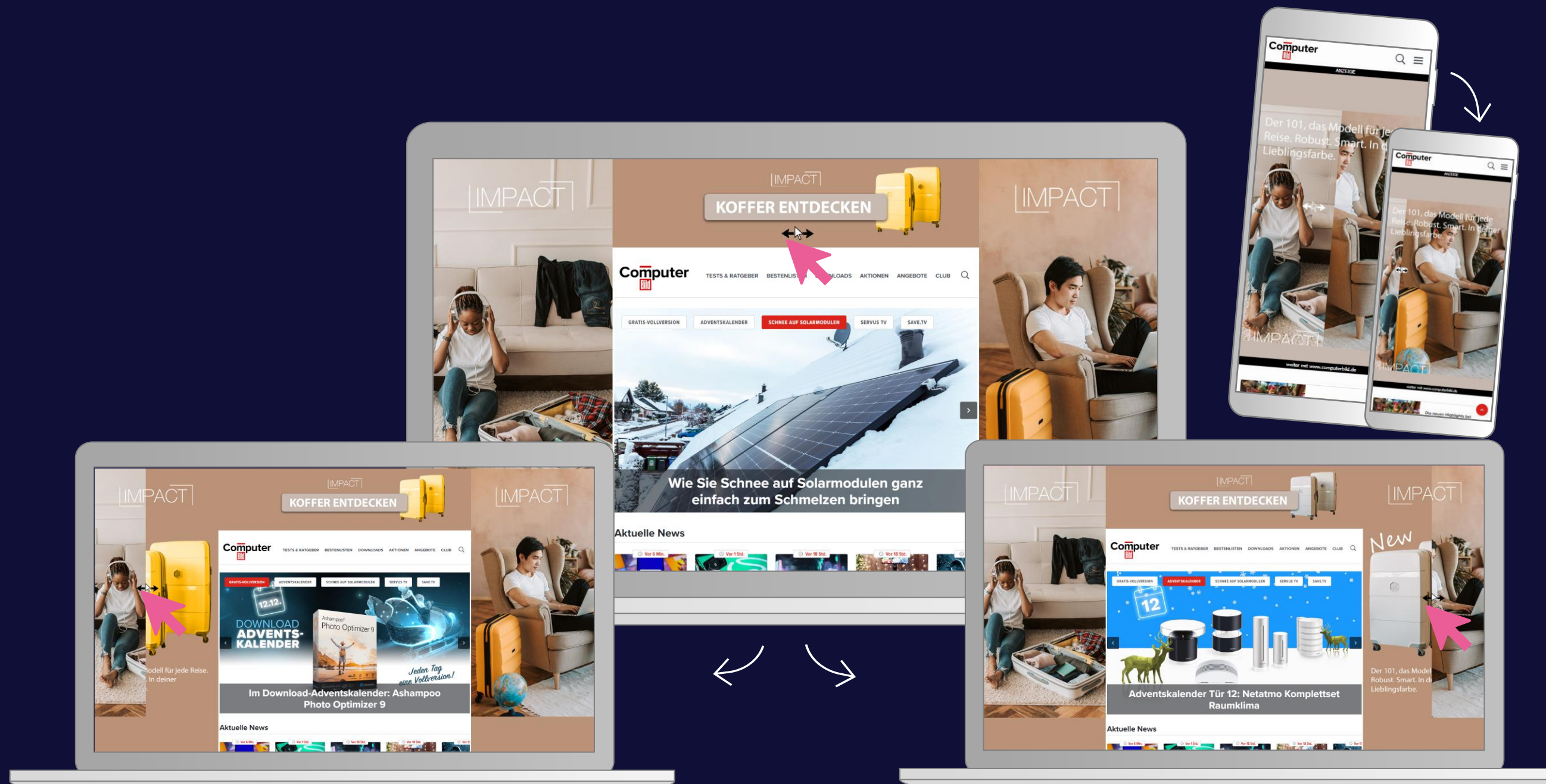
Implementation: M1 template

Assets needed: Video, DDS + Billboard ([SPECS](#))

Creation costs: -

Goes well with: Video Lead Ad 2:1 and Video Interscroller

TWOFACE AD



Description: Two background images, or 6 creatives, which become visible by moving the mouse; in the mobile interscroller the two creatives become visible by swiping, for tablets a billboard is required

Booking options: Home Run Deluxe

Exclusions: -

Programmatic: Programmatic Guaranteed (Publisher hosted)

Implementation: MI Template

Required assets: 2x background images / 4x Sitebar + 2x Billboard, 2x mobile images, reminder advertising material ([SPECS](#))

Creation costs: -

Also fits well with: Interscroller, Picture Wall, Direction Ad

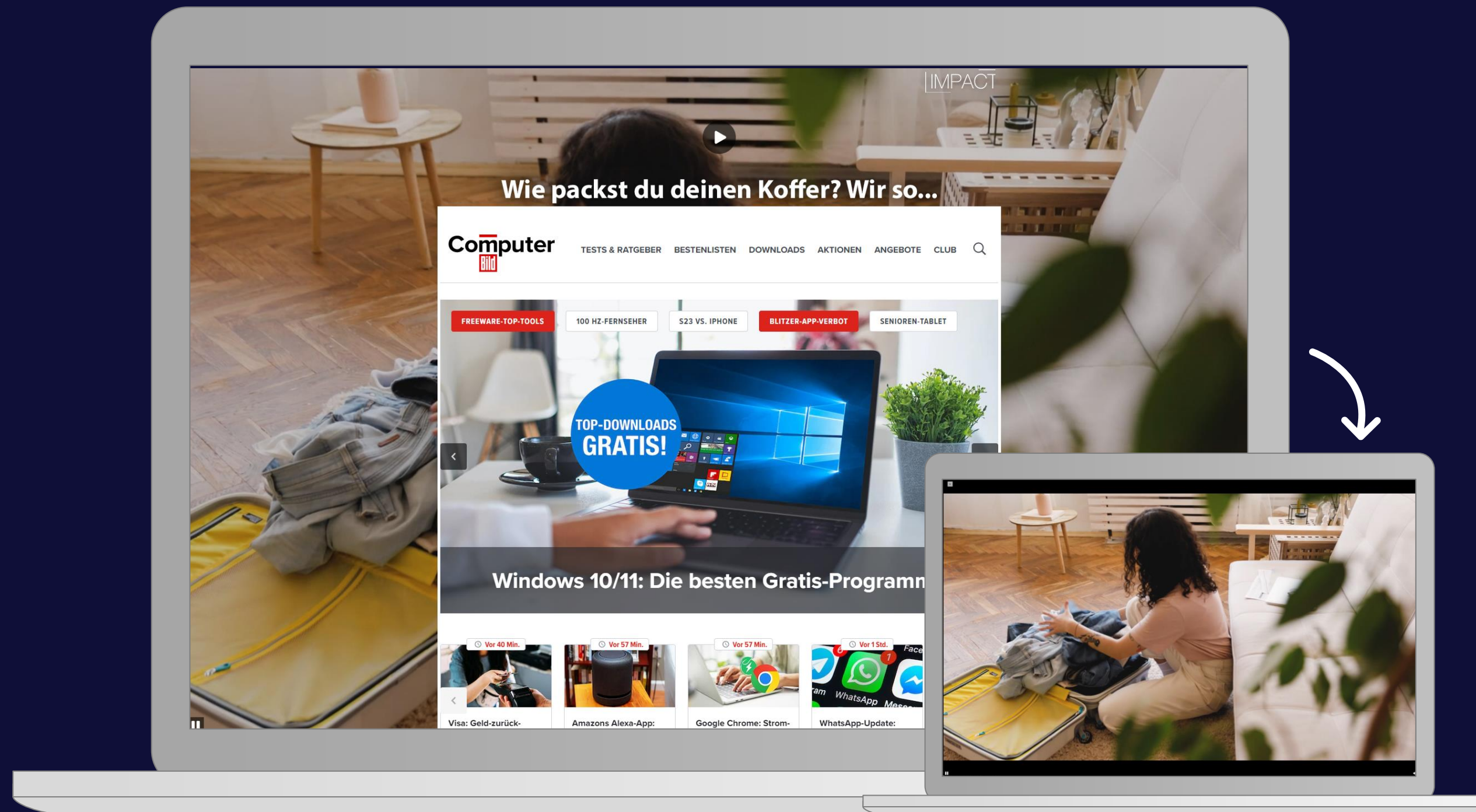
CTR: 3%

PREVIEW

**PREVIEW
MOBILE:**



VIDEO WALL

**CTR: 0.5%****PREVIEW**

Description: Expanding fullscreen video layer with FC1; a reminder billboard remains

Booking options: Home Run Deluxe, ROS & Custom

Exclusions: Bookable exclusively in HomeRun Deluxe at BILD.de, Sportbild.de and WELT.de

Programmatic: Programmatic guaranteed (publisher hosted)

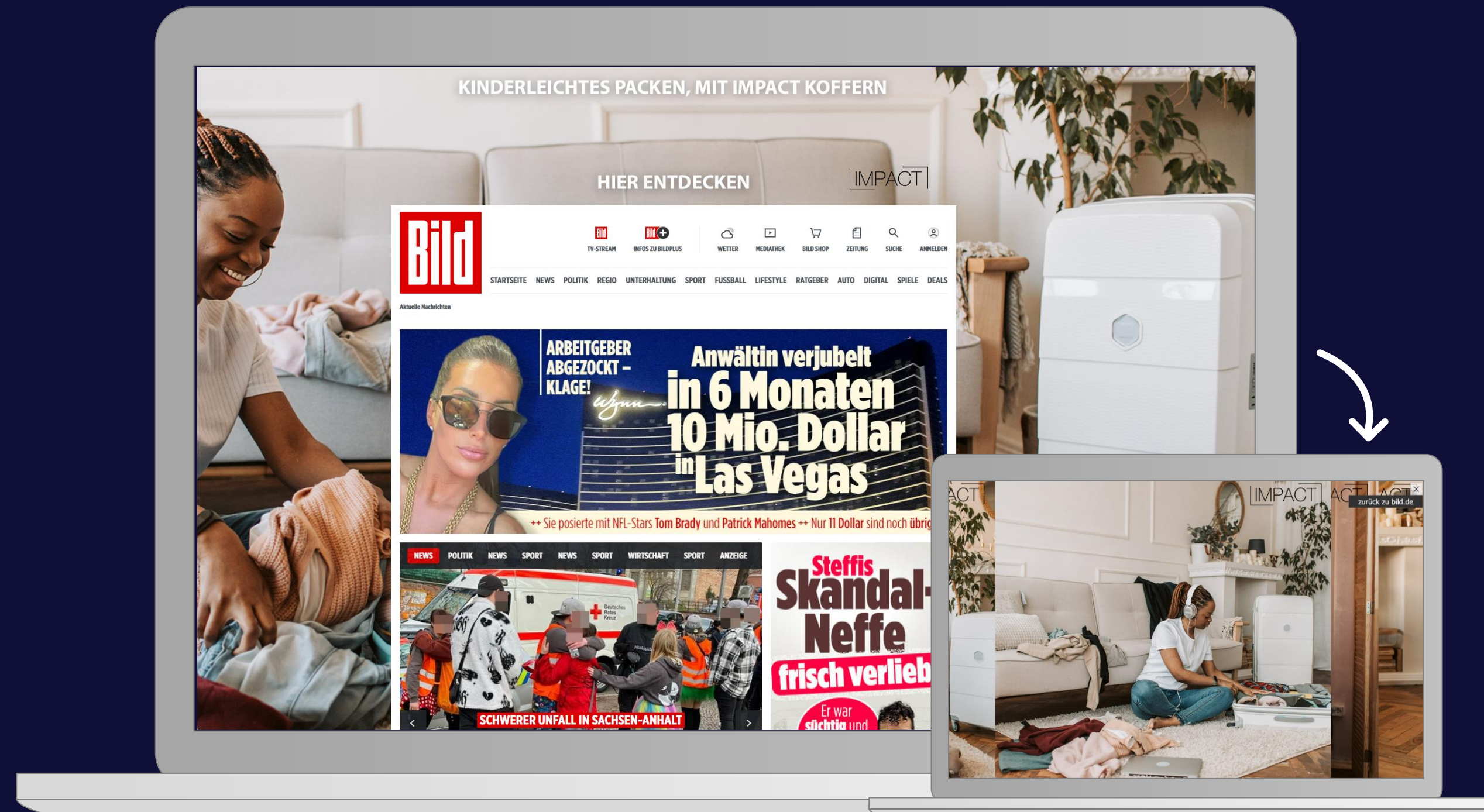
Implementation: MI template

Assets needed: Video, Billboard + Transparent Billboard ([SPECS](#))

Creation costs: -

Goes well with: Video Interscroller, Understitial

PICTURE WALL



CTR: 0.7%

PREVIEW

Description: Expanding fullscreen layer with FC1, layer consists of 4 creatives; a reminder billboard remains

Booking options: Home Run Deluxe

Exclusions: -

Programmatic: Programmatic guaranteed (publisher hosted)

Implementation: M1 template

Assets needed: Background image, 4x Layer Creatives, Billboard + Transparent Billboard (SPECS)

Creation costs: -

Goes well with: Interscroller, Understitial, Swipe Ad, Mobile Cube Ad

CURTAIN DROPPER

**CTR: 2%****PREVIEW**

Description: Layer that falls over the website like a curtain, with FC1; after a few seconds it automatically falls down. A reminder billboard remains

Booking options: Home Run Deluxe

Exclusions: -

Programmatic: Programmatic guaranteed (publisher hosted)

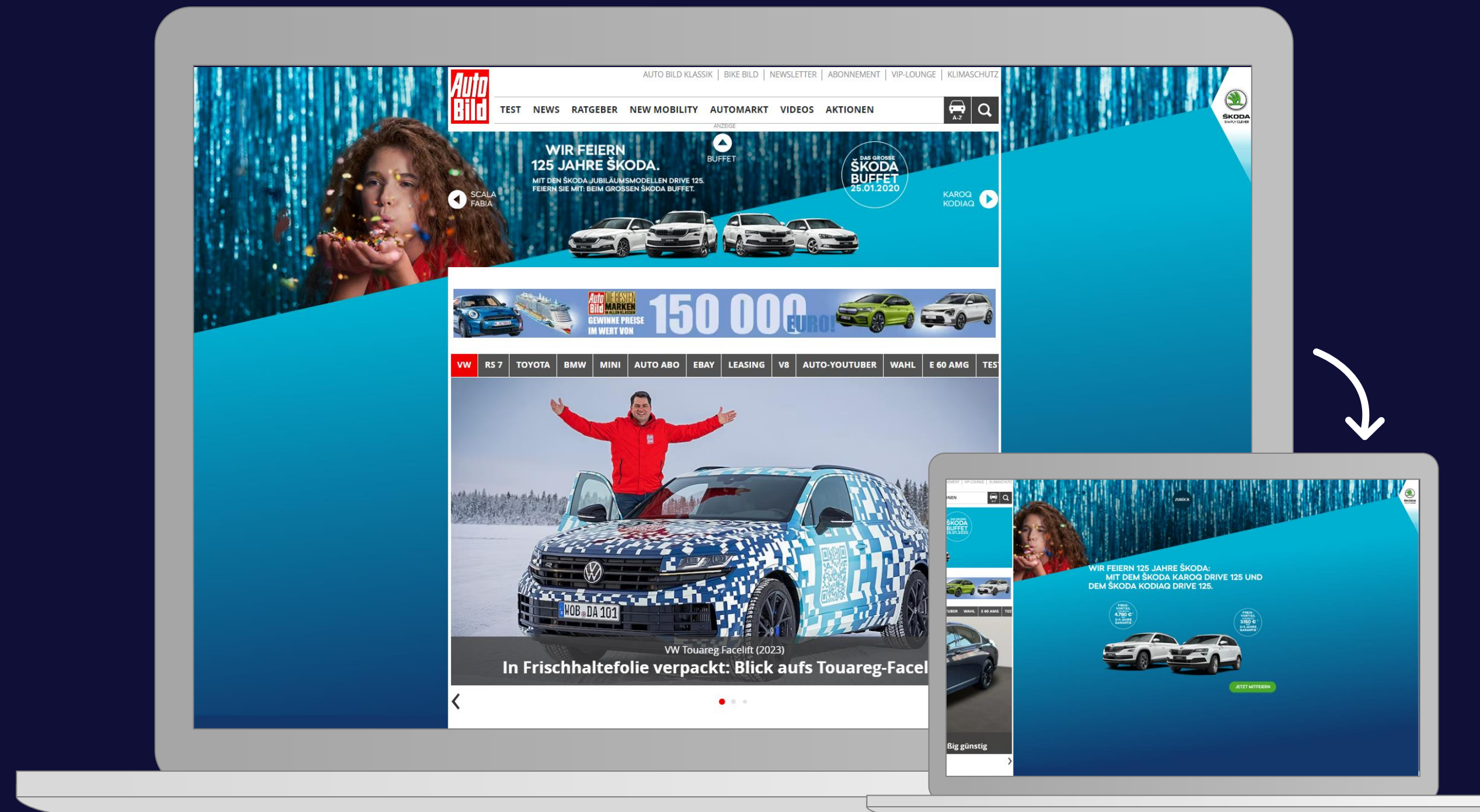
Implementation: MI template

Assets needed: Layer Creative, Billboard ([SPECS](#))

Creation costs: -

Goes well with: Interscroller, Understitial, Mobile Cube Ad

DIRECTION AD



PREVIEW

Description: Double Dynamic Sitebar + Billboard, on click the website shifts to the left / right / down and releases fullscreen more advertising space; more advertising messages, videos, picture galleries etc. can be integrated; with FC1

Booking options: Home Run Deluxe

Exclusions: WELT.de

Programmatic: Programmatic guaranteed (publisher hosted)

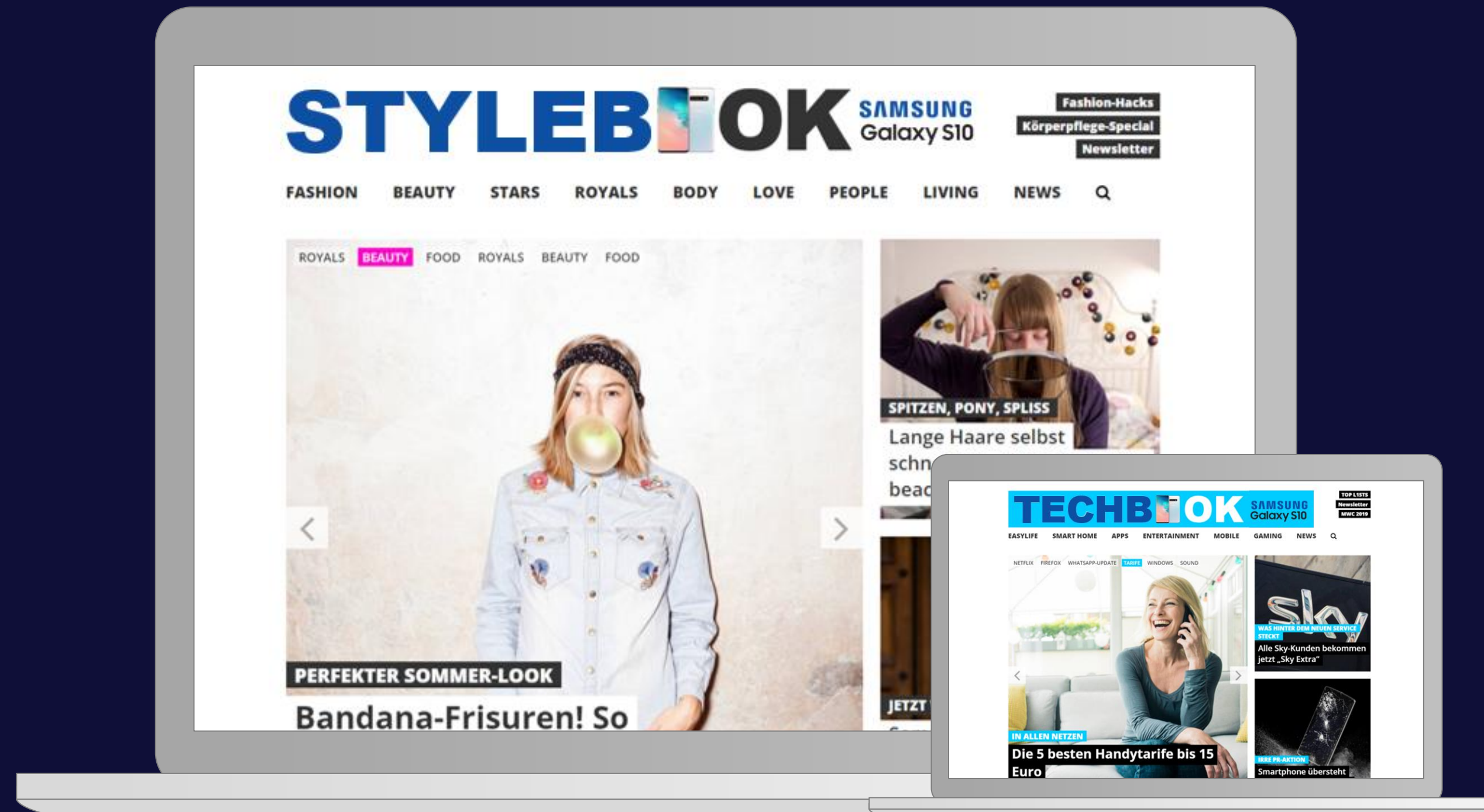
Implementation: M1 template and creative service provider

Assets needed: As required

Creation costs: from 1,000 €

Goes well with: Interscroller, Understitial, Swipe Ad

LOGOMORPHING



Description: A layer redesigns the website with the look & feel of your own brand

Booking options: Home Run Deluxe

Exclusions: Bookable on request

Programmatic: -

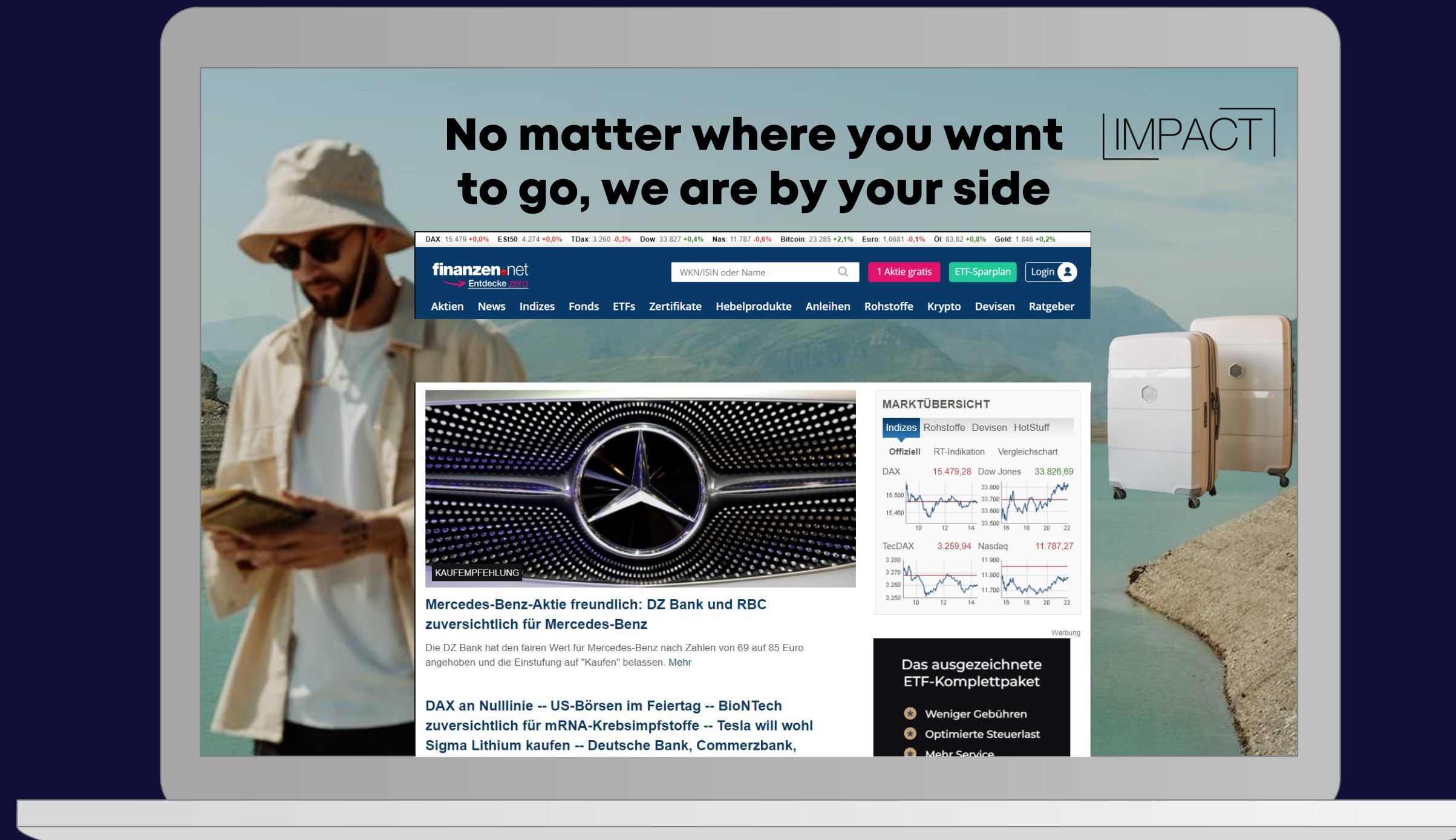
Implementation: Customer and/or creative service agency

Assets needed: By arrangement ([SPECS](#))

Creation costs: from 1,000 €

Goes well with: Interscroller, Understitial, Swipe Ad

BRIDGE AD



CTR: 0.8%

Description: combination of Double Dynamic Sitebar + Superbanner + Billboard; the DDS encloses the content from the left and right; the navigation is enclosed by the billboard above and the Superbanner below

Booking options: Home Run Deluxe

Exclusions: Business Insider

Programmatic: Programmatic guaranteed (publisher hosted)

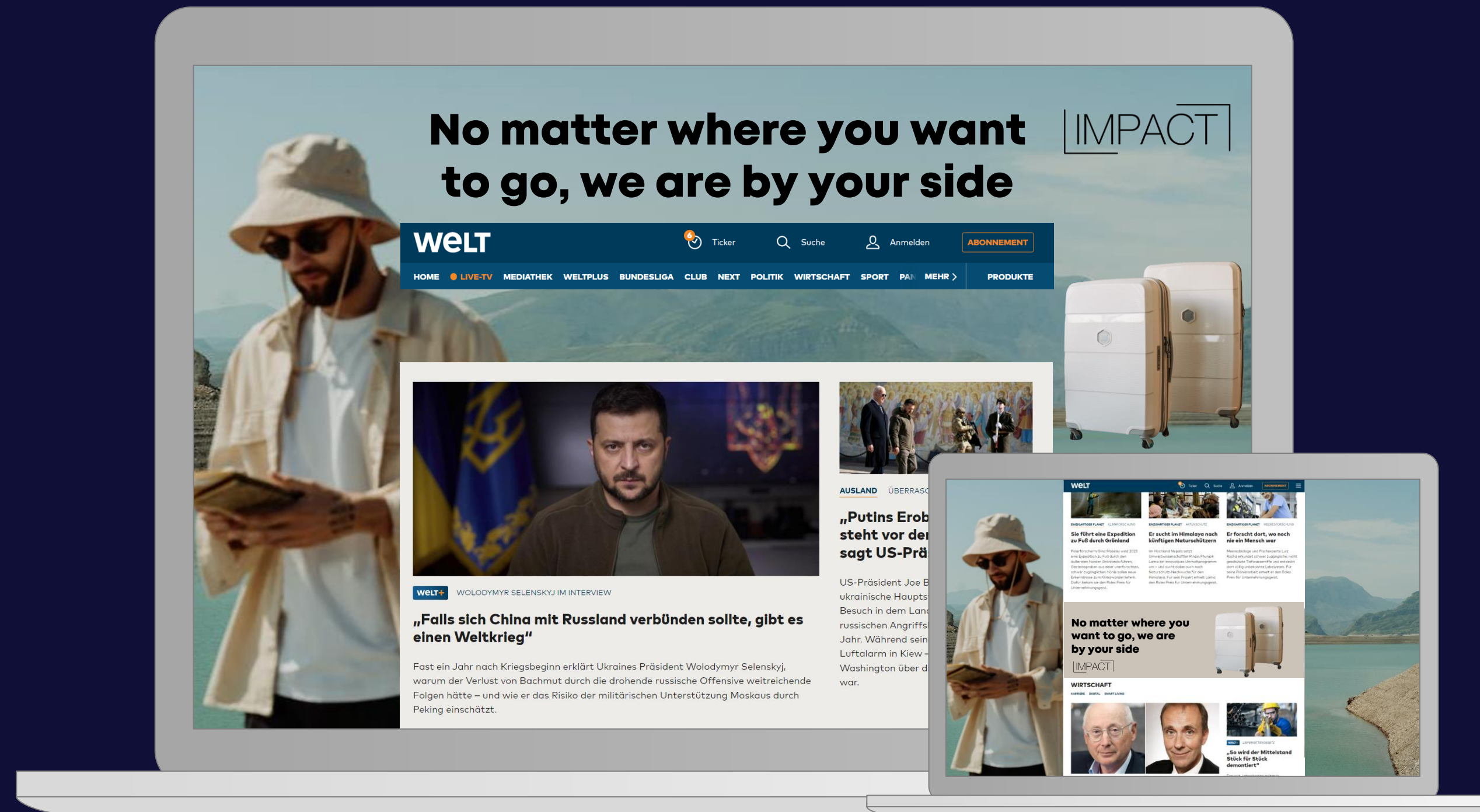
Implementation: MI template and Customer*

Assets needed: DDS, Billboard, Superbanner (SPECS)

Creation costs: -

Goes well with: Interscroller

TAKEOVER AD



CTR: 0.9%

Description: All advertising spaces of a homepage combined into one overall format; formats: Double Dynamic Sitebar, Billboard, Superbanner, Billboard BTF

Booking options: Home Run Deluxe

Exclusions: Business Insider

Programmatic: Programmatic guaranteed (publisher hosted)

Implementation: MI template and Customer*

Assets needed: DDS, Billboard, Superbanner (SPECS)

Creation costs: -

Goes well with: Lead Ad + Interscroller | Mobile Cube Ad

STATIONARY

CTR: ●●●●●

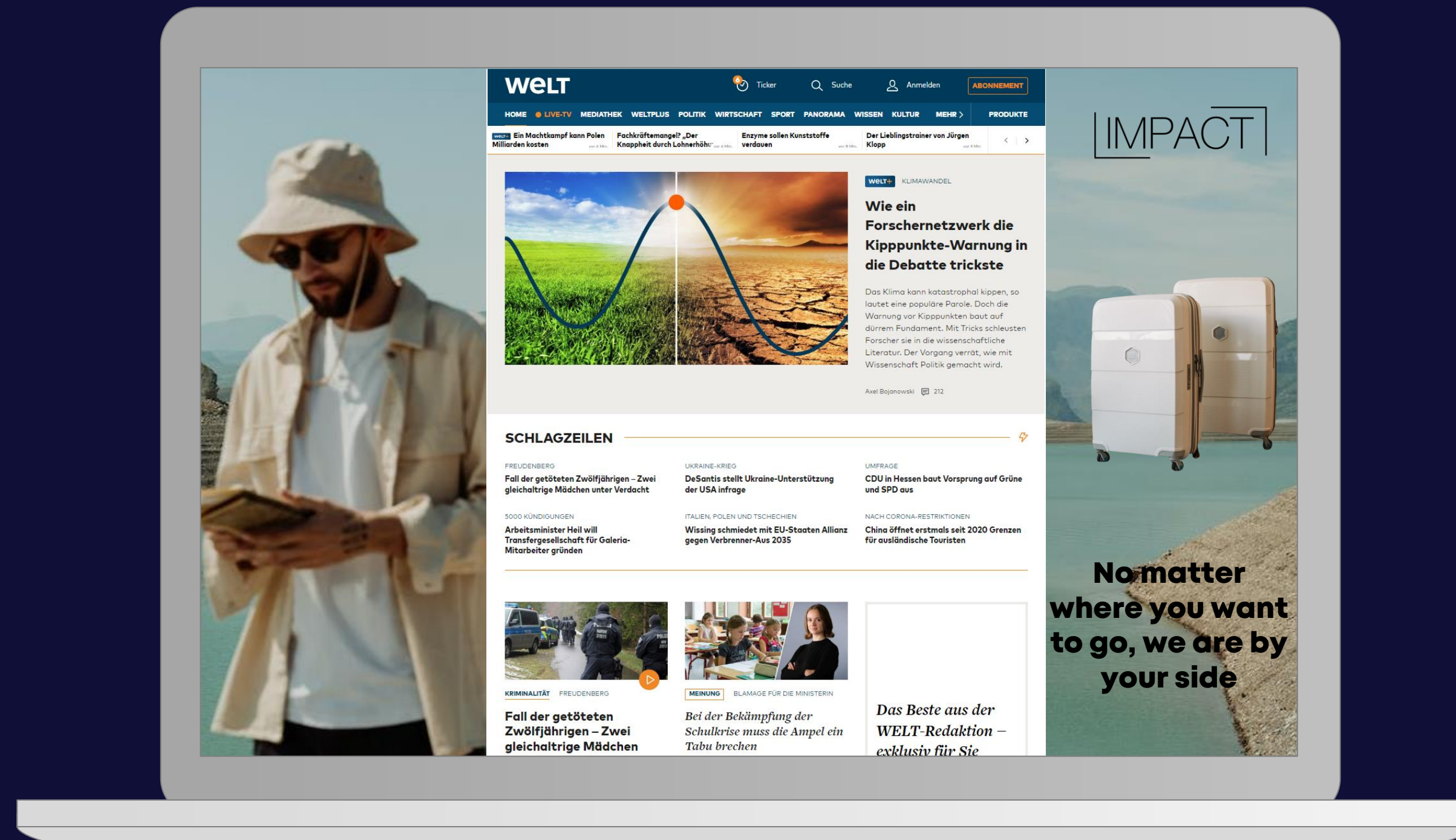
VIEWABILITY: ●●●●●

SIZE: ●●●●●

INTERACTIVITY: ●●●●●

CUSTOMISABILITY: ●●●●●

DOUBLE DYNAMIC SITEBAR



CTR: 0.6%

Description: The space between the content and the browser is completely filled on the left and right by the advertising medium.

Booking options: Home Run Deluxe, ROS & Custom

Exclusions: -

Programmatic: all deal types, fixed placement only as programmatic guaranteed (publisher hosted), no Private Auction at BILD.de and WELT.de

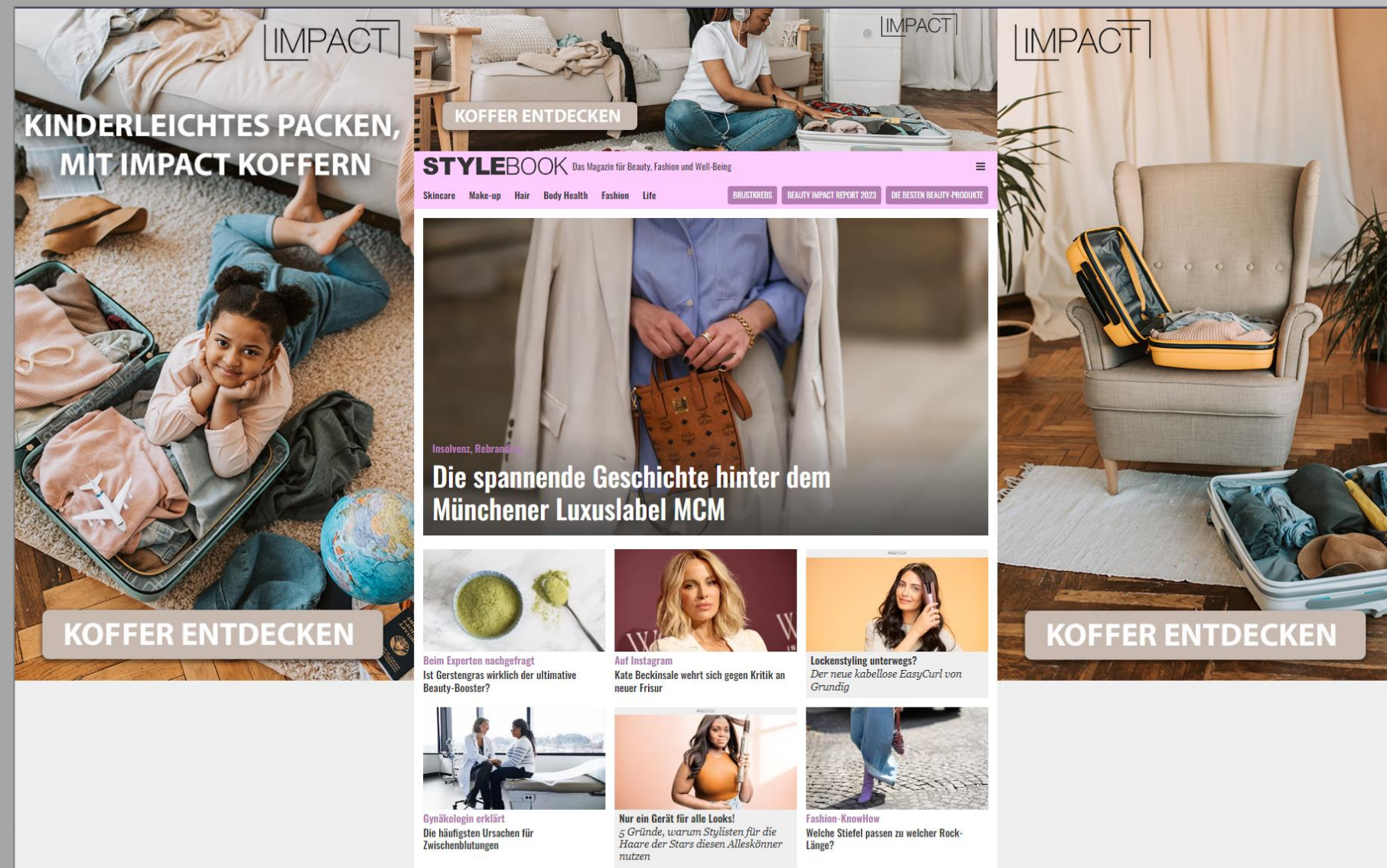
Implementation: MI template and Customer*

Assets needed: 2x Dynamic Sitebar ([SPECS](#))

Creation costs: -

Goes well with: Lead Ad + Interscroller | Mobile Cube Ad

DYNAMIC FIREPLACE



CTR: 0,6%

PREVIEW

Description: The space between the content and the browser is completely filled on the left and right by the advertising material and a billboard is also placed above the content

Booking options: Home Run Deluxe, ROS & Custom, Channel, ROP

Exclusions: -

Programmatic: all deal types, fixed placement only as Programmatic Guaranteed (Publisher hosted)

Implementation: MI template and customer*

Assets needed: 2x Dynamic Sitebar + Billboard ([SPECS](#))

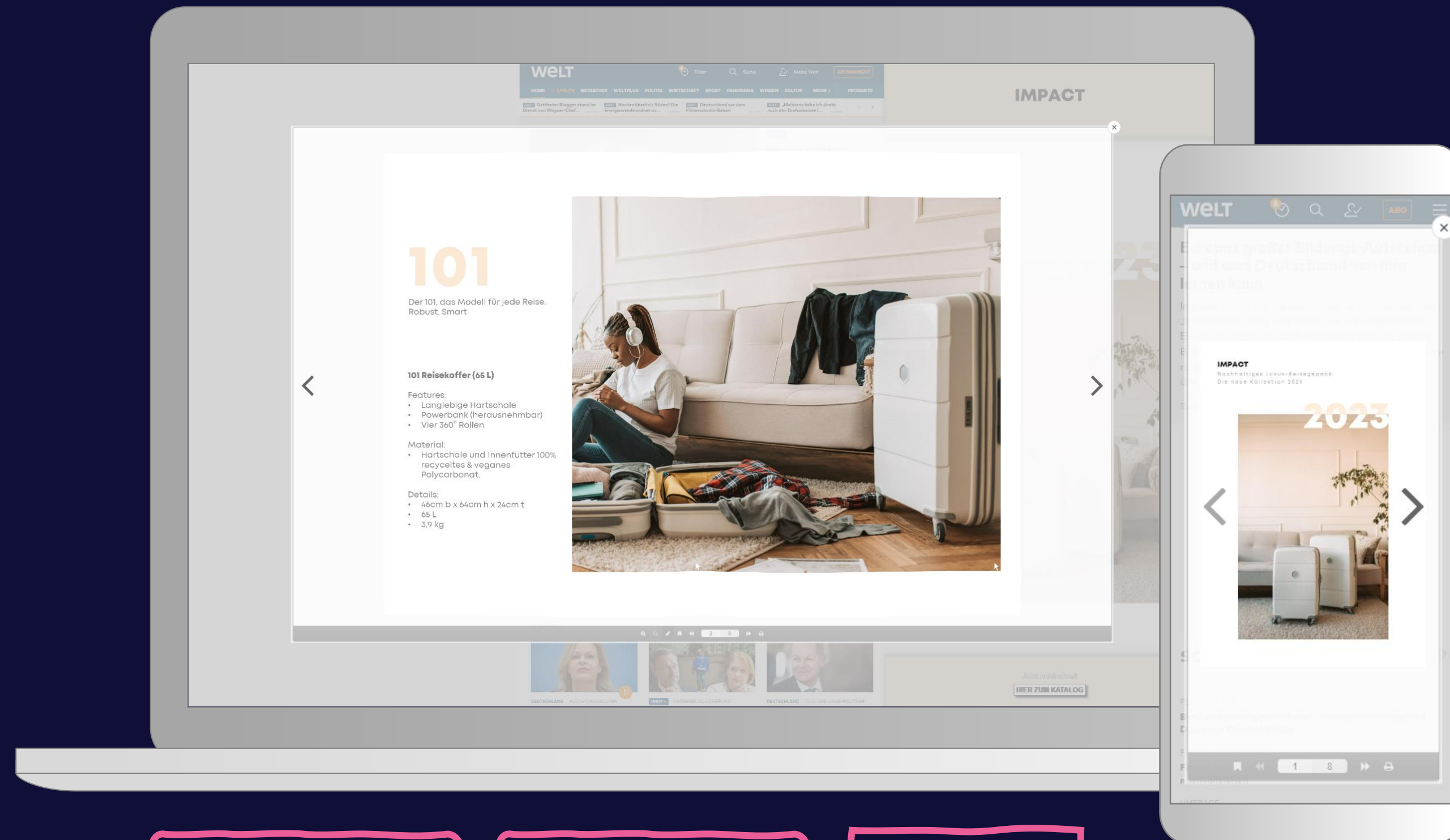
Creation costs: -

Goes well with: Lead Ad + Interscroller | Mobile Cube Ad

OVERVIEW

media **impact**

CATALOGUE AD



CTR: 0.4%

PREVIEW

PREVIEW
MOBILE:

Description: Layer as a digital leaflet; Formats: Sitebar and Mobile Medium Rectangle; the layer opens when you click on the advertising media.

Booking options: Home Run Deluxe, ROS & Custom, Channel, ROP

Exclusions: -

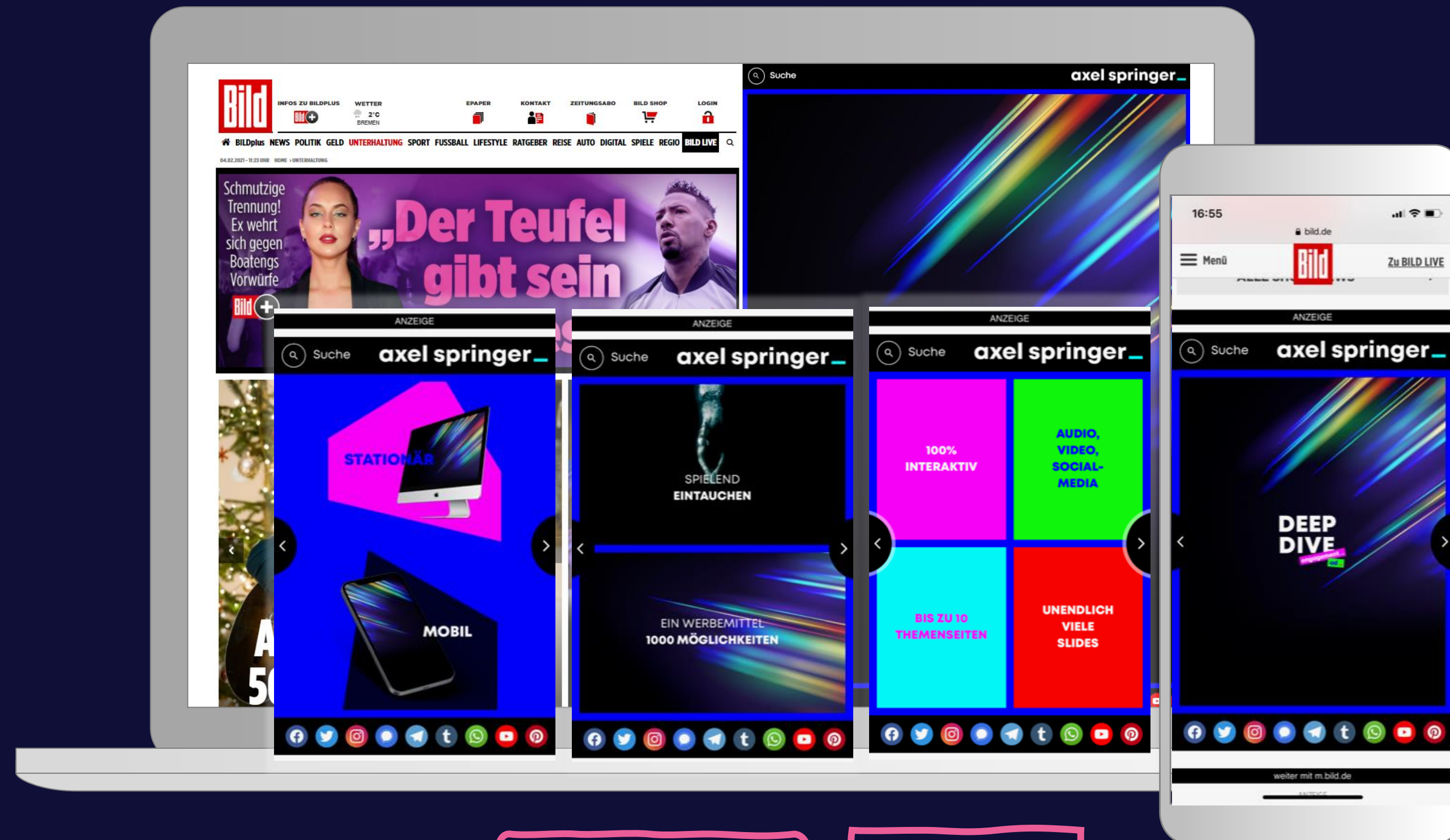
Programmatic: all deal types (fixed placement only as programmatic guaranteed (publisher hosted))

Implementation: MI template

Assets needed: PDF, Logo, Hex Color Code, Creative from PDF ([SPECS](#))

Creation costs: -

ENGAGEMENT AD



PREVIEW

PREVIEW
MOBILE:



Description: Up to 8 different creatives put together as an interactive advertising medium in slider format; the advertising medium is individually composed of different images, texts and videos; Sitebar + Interscroller formats.

Booking options: CPM

Exclusions: -

Programmatic: Programmatic guaranteed (publisher hosted, only CPM booking)

Implementation: MI template

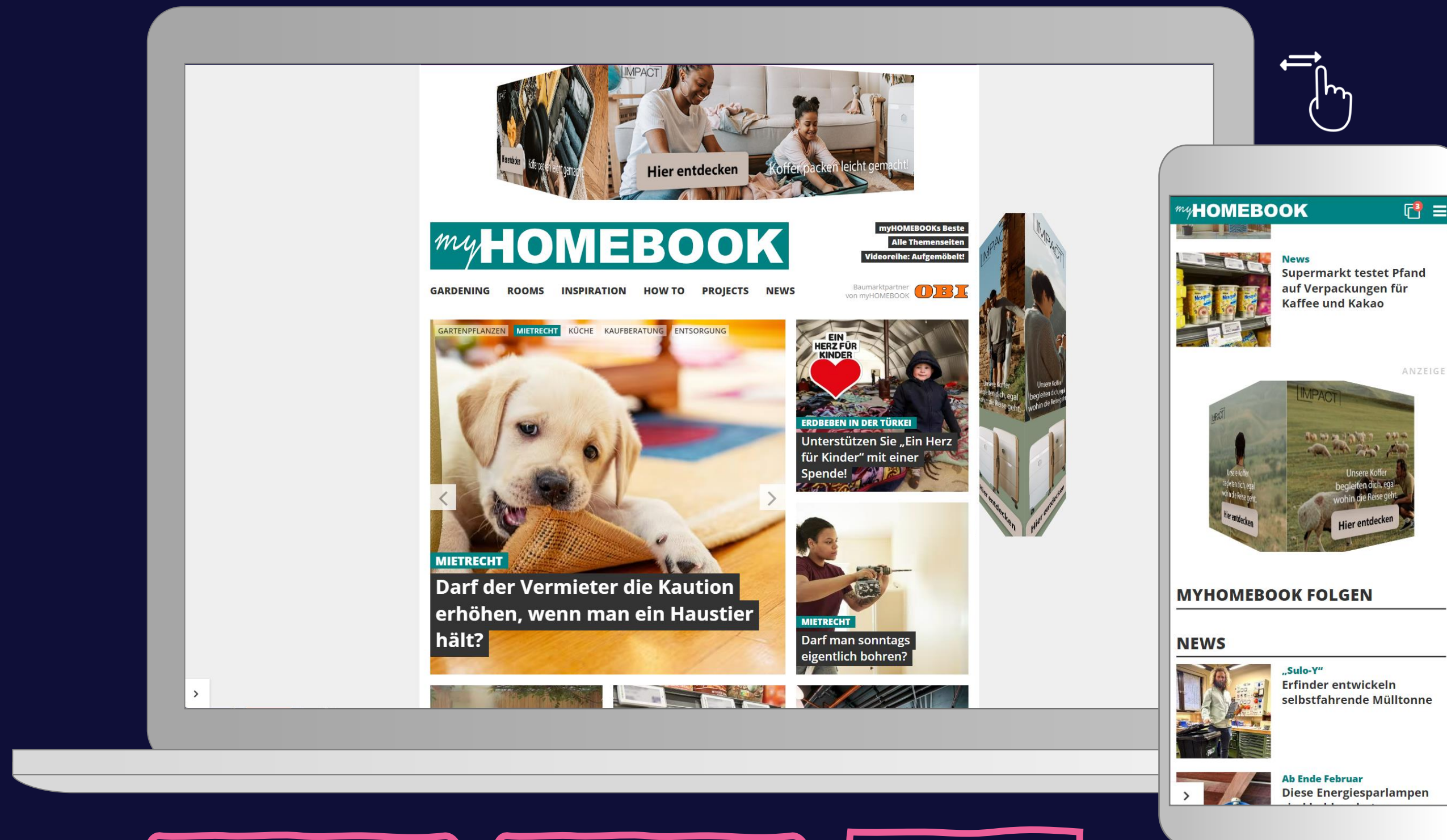
Assets needed: Creatives and assets that are desired

Creation costs: -

OVERVIEW

media **impact**

CUBE AD

**CTR: 4%****PREVIEW****PREVIEW
MOBILE:**

Description: advertising media in cube optics, consisting of 4 creatives that join and rotate in 3D optics.

Booking options: Home Run, ROS & Custom, Channel, ROP; also bookable stationary or mobile standalone

Exclusions: -

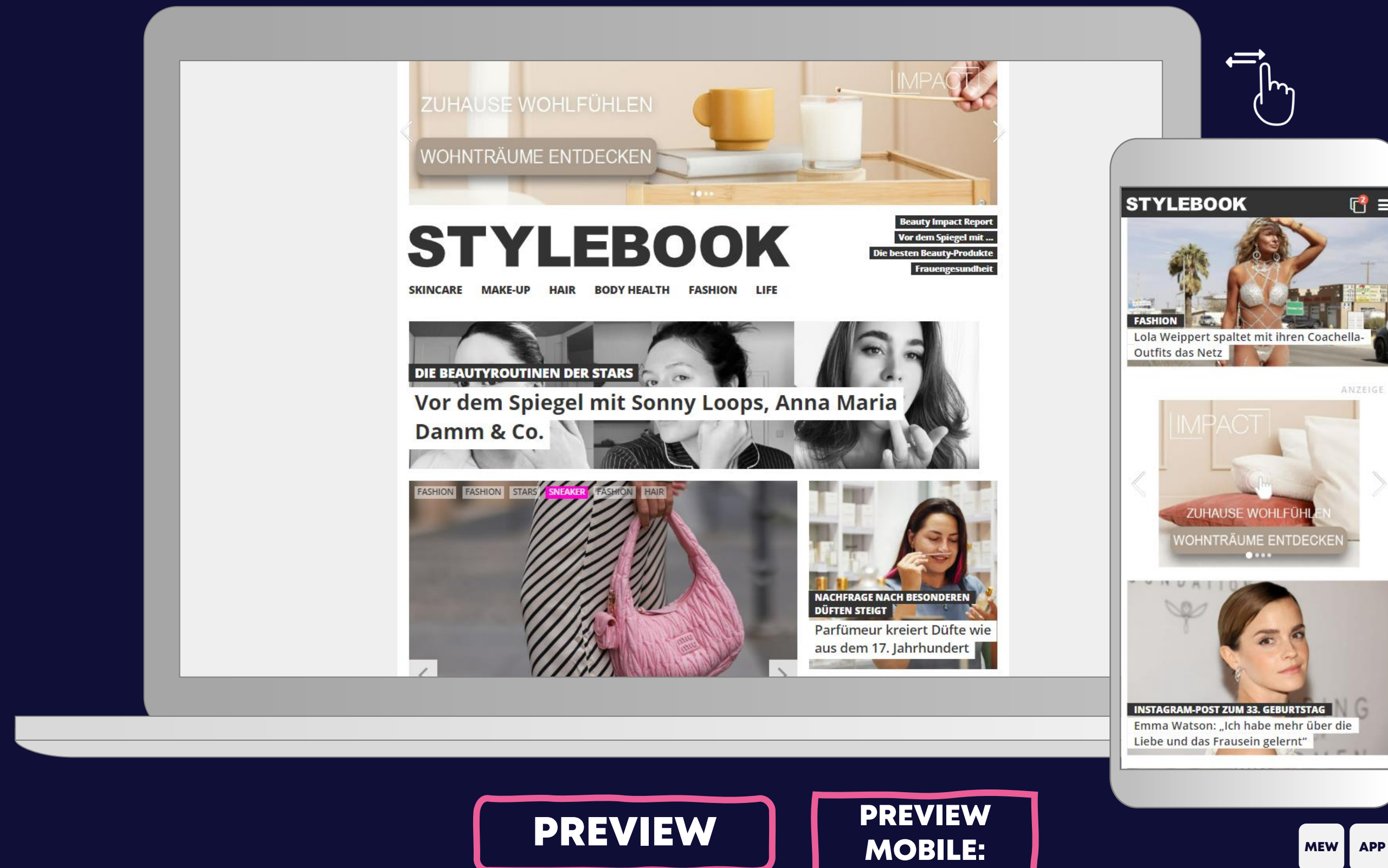
Programmatic: All deal types (fixed placement only as programmatic guaranteed (publisher hosted))

Implementation: MI template

Assets needed: 4x Creatives in the size of the booked format ([SPECS](#))

Creation costs: -

GALLERY AD

**PREVIEW****PREVIEW
MOBILE:**

Description: Advertising material consisting of 2-8 creatives, which slide through one after the other automatically and on user action

Booking options: Home Run, ROS & Custom, Channel, ROP; also bookable as stationary or mobile standalone

Exclusions: -

Programmatic: all deal types (fixed placement only as Programmatic Guaranteed (Publisher hosted))

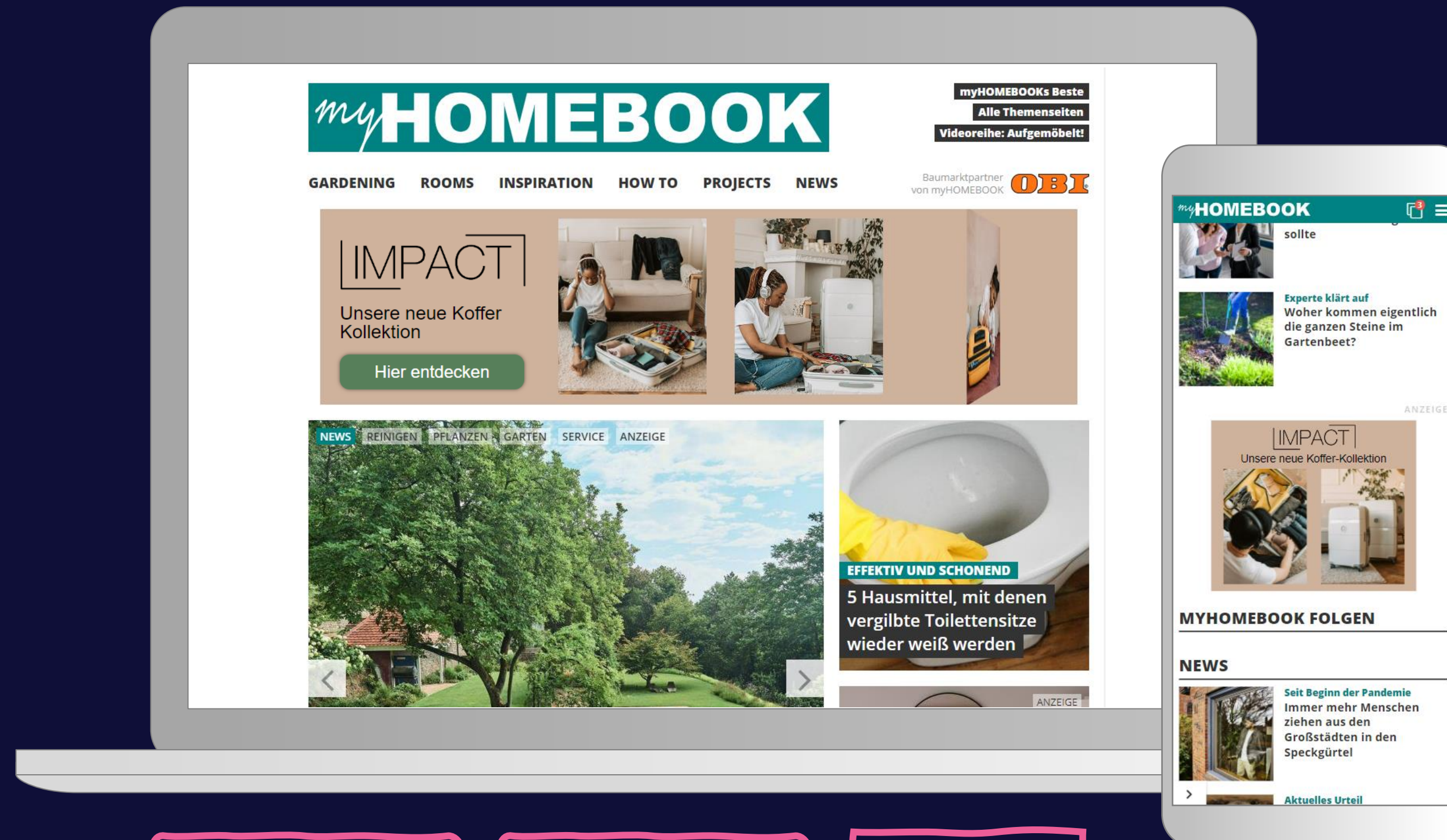
Implementation: MI Template

Required assets: 2-8 creatives in the size of the booked format

Creation costs: -

OVERVIEWmedia **impact**

MOSAIC AD



CTR: depending on
the booked format

PREVIEW

PREVIEW
MOBILE:



Description: Multiple tiles on one ad which automatically flip.

Booking options: Home Run, ROS & Custom, Channel, ROP; also bookable stationary or mobile stand alone

Exclusions: -

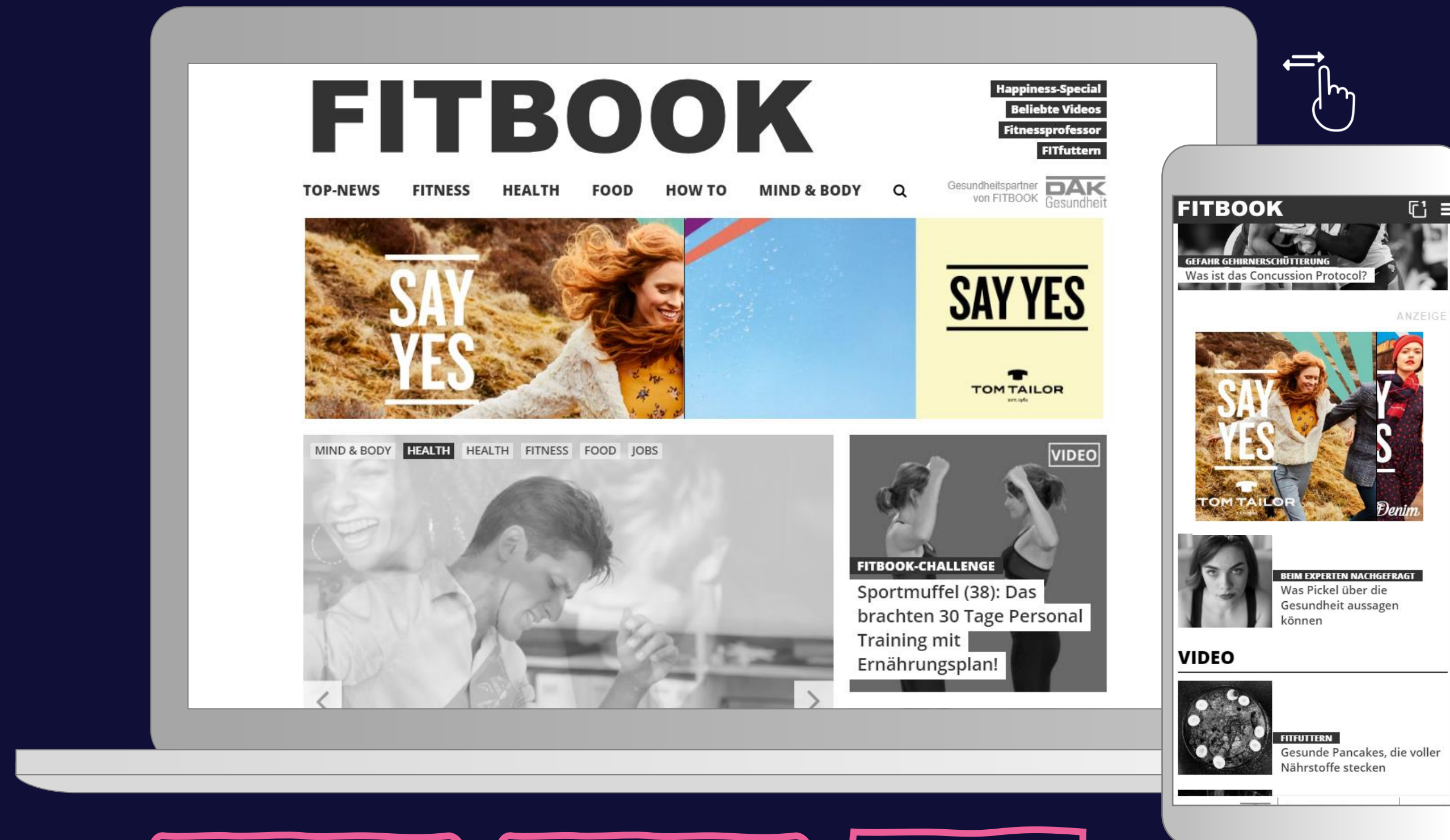
Programmatic: Programmatic guaranteed (publisher hosted)

Implementation: Customized MI template

Assets needed: Creatives and assets that are desired

Creation costs: Above 1.000 €

CHAMELEON AD



CTR: depending on
the booked format

PREVIEW

PREVIEW
MOBILE:



Description: Ad consists of two pages, swipe to open one page at a time.

Booking options: Home Run, ROS & Custom, Channel, ROP; also bookable stationary or mobile stand alone

Exclusions: -

Programmatic: Programmatic guaranteed (publisher hosted)

Implementation: Customized MI template

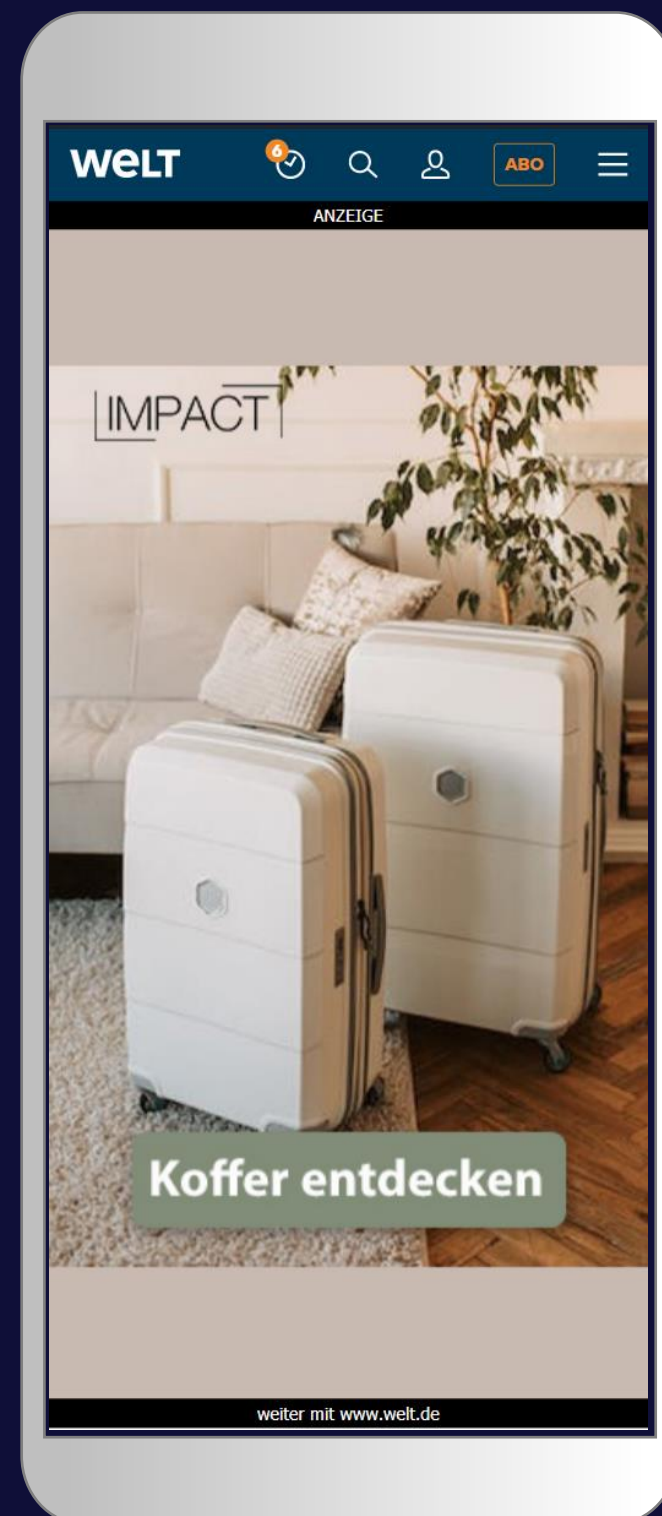
Assets needed: Creatives and assets that are desired

Creation costs: Above 1.000 €

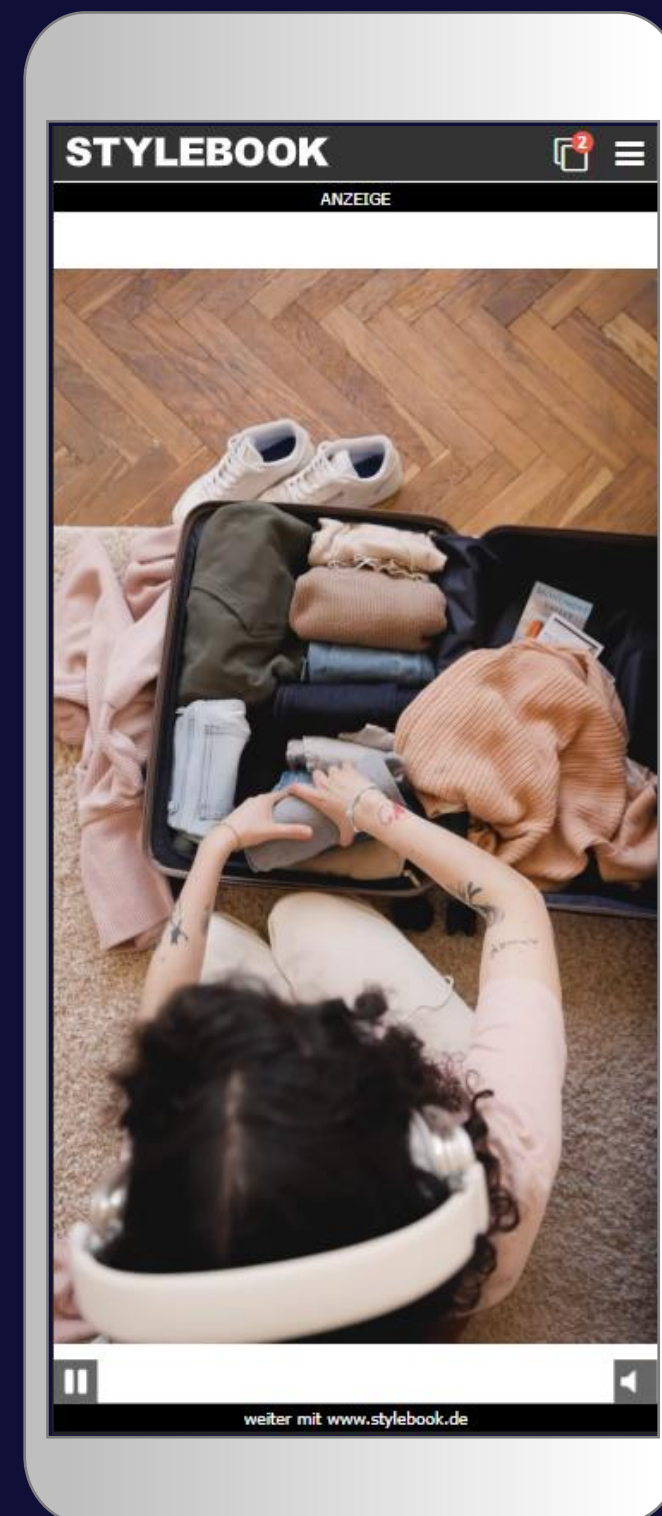
OVERVIEW

media **impact**

(VIDEO) INTERSCROLLER



CTR: 0.8%



PREVIEW:



Description: Creative becomes visible by scrolling fullscreen, also possible with video integration (Click 2 Play).

Booking options: Home Run (Deluxe & Supreme), ROS & Custom, Channel, ROP

Exclusions: -

Programmatic: All deal types (fixed placement only as programmatic guaranteed (publisher hosted))

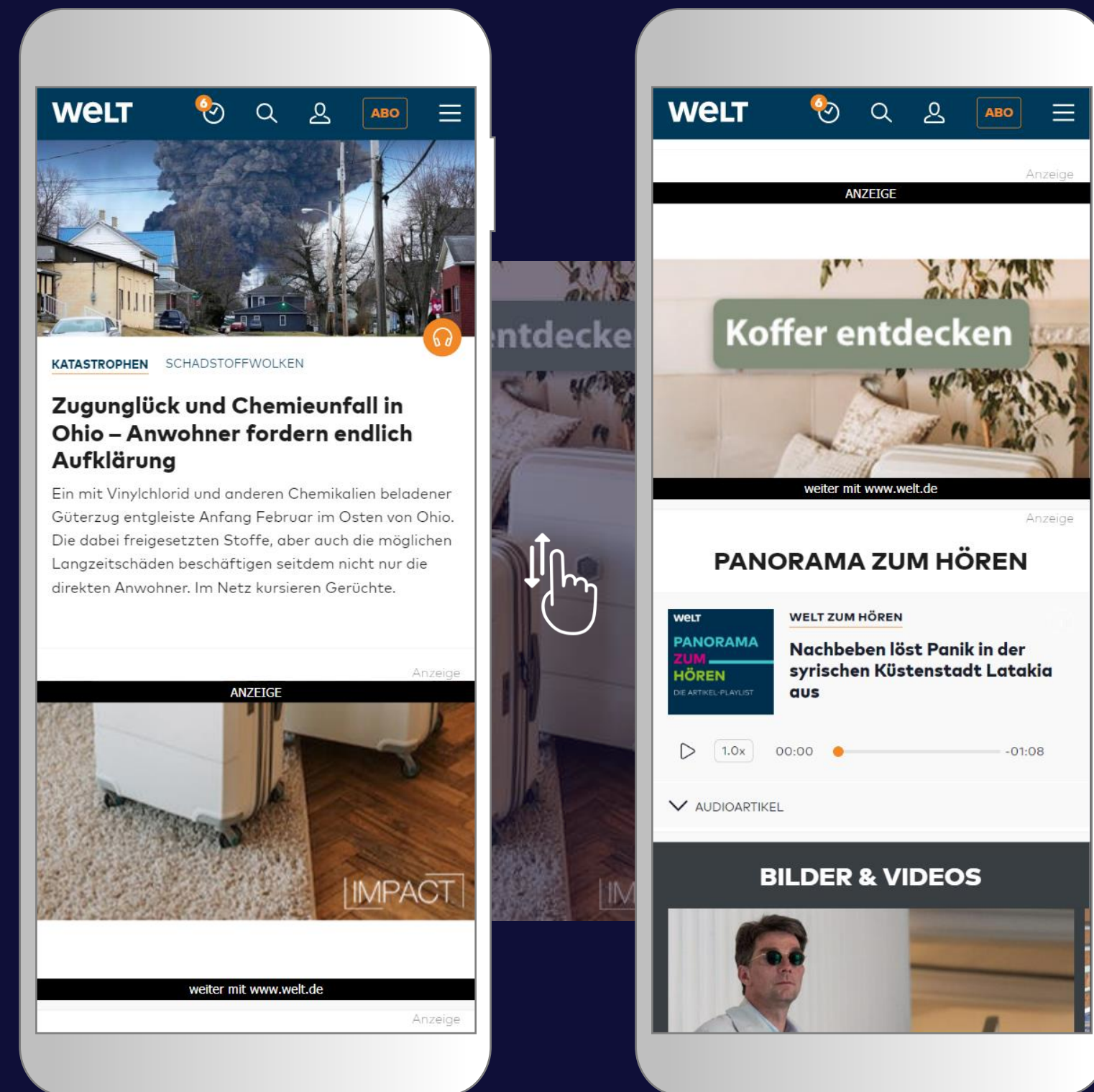
Implementation: MI template

Assets needed: Creative, Video if applicable ([SPECS](#))

Creation costs: -

Goes well with: Picture Wall, Video Wall, Big Stage, Bridge Ad, Takeover Ad, Curtain Dropper

UNDERSTITAL



CTR: 0.6%

PREVIEW:



Description: The advertising medium is behind the content and exposed by means of scrolling.

Booking options: Home Run (Supreme & Deluxe), ROS & Custom, Channel, ROP

Exclusions: -

Programmatic: Programmatic guaranteed (publisher hosted)

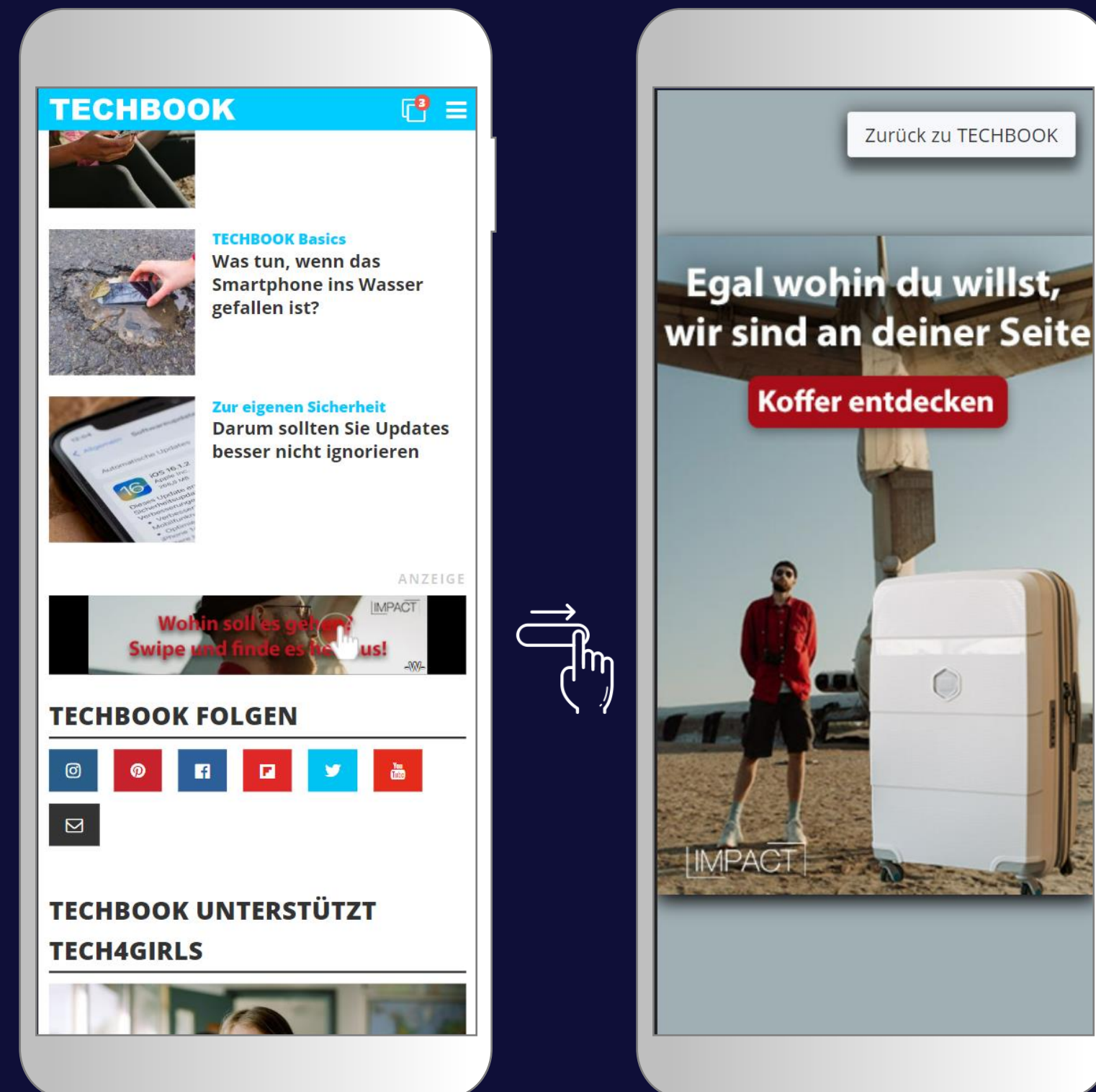
Implementation: MI template

Assets needed: Creative ([SPECS](#))

Creation costs: -

Goes well with: Picture Wall, Video Wall, Curtain Dropper, Direction Ad

SWIPE AD



PREVIEW:



Description: A content ad is embedded in the content; by swiping over the content ad, a fullscreen ad opens.

Booking options: Home Run (Supreme & Deluxe), ROS & Custom, Channel, ROP

Exclusions: finanzen.net, FUNKE-title

Programmatic: all deal types (fixed placement only as programmatic guaranteed)

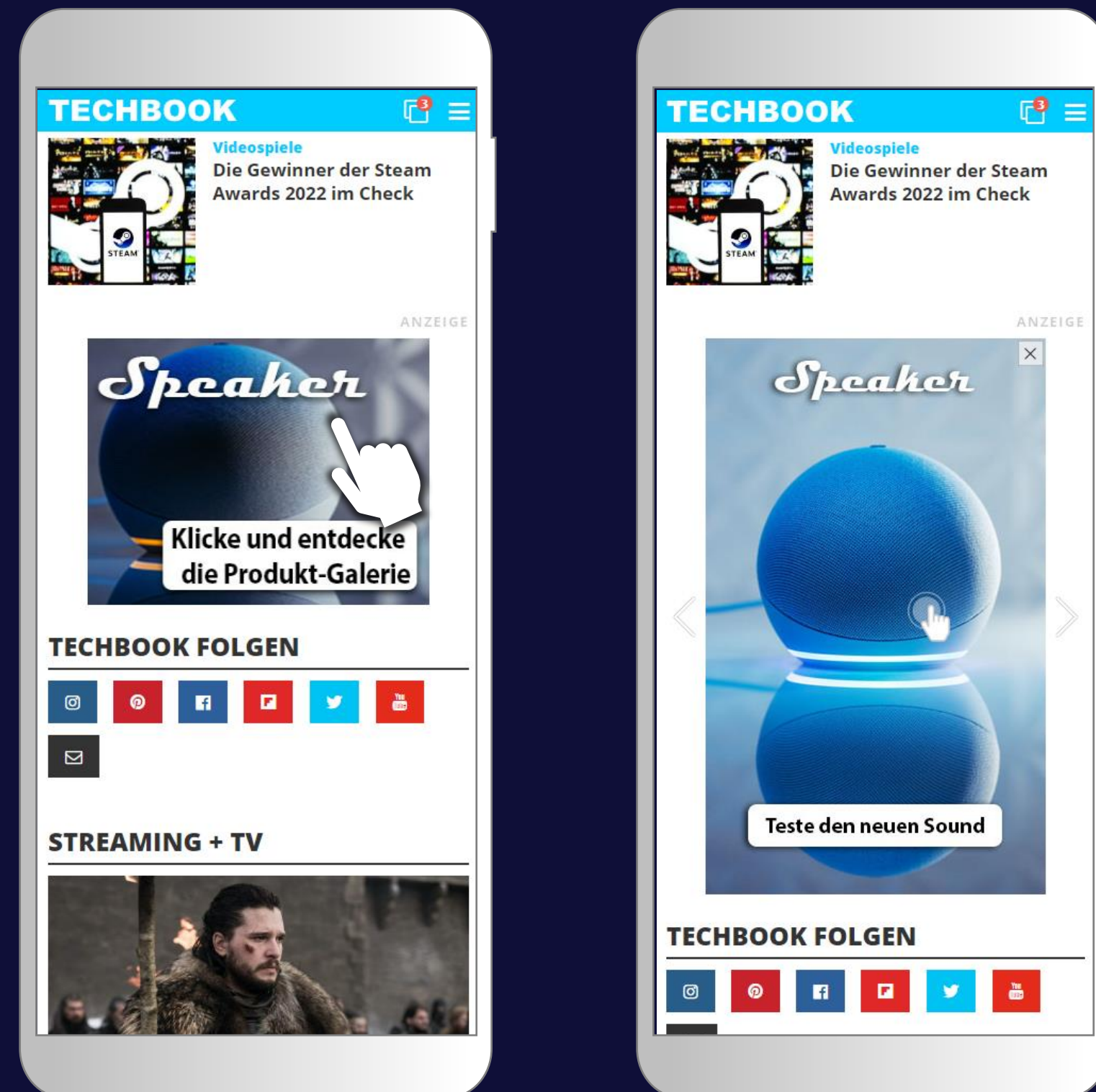
Implementation: MI template

Assets needed: Content Ad, Fullscreen Creative (SPECS)

Creation costs: -

Goes well with: Direction Ad, Picture Wall

CLICK & SWIPE



PREVIEW:



Description: The ad initially consists of a medium rectangle. On Click, the ad opens when the content is pushed down; the On Click banner consists of 3 creatives that open automatically and on user interaction by swiping

Booking options: Home Run (Deluxe), ROS & Custom, Channel, ROP

Exclusions: -

Programmatic: all deal types (fixed placement only as Programmatic Guaranteed)

Implementation: MI Template

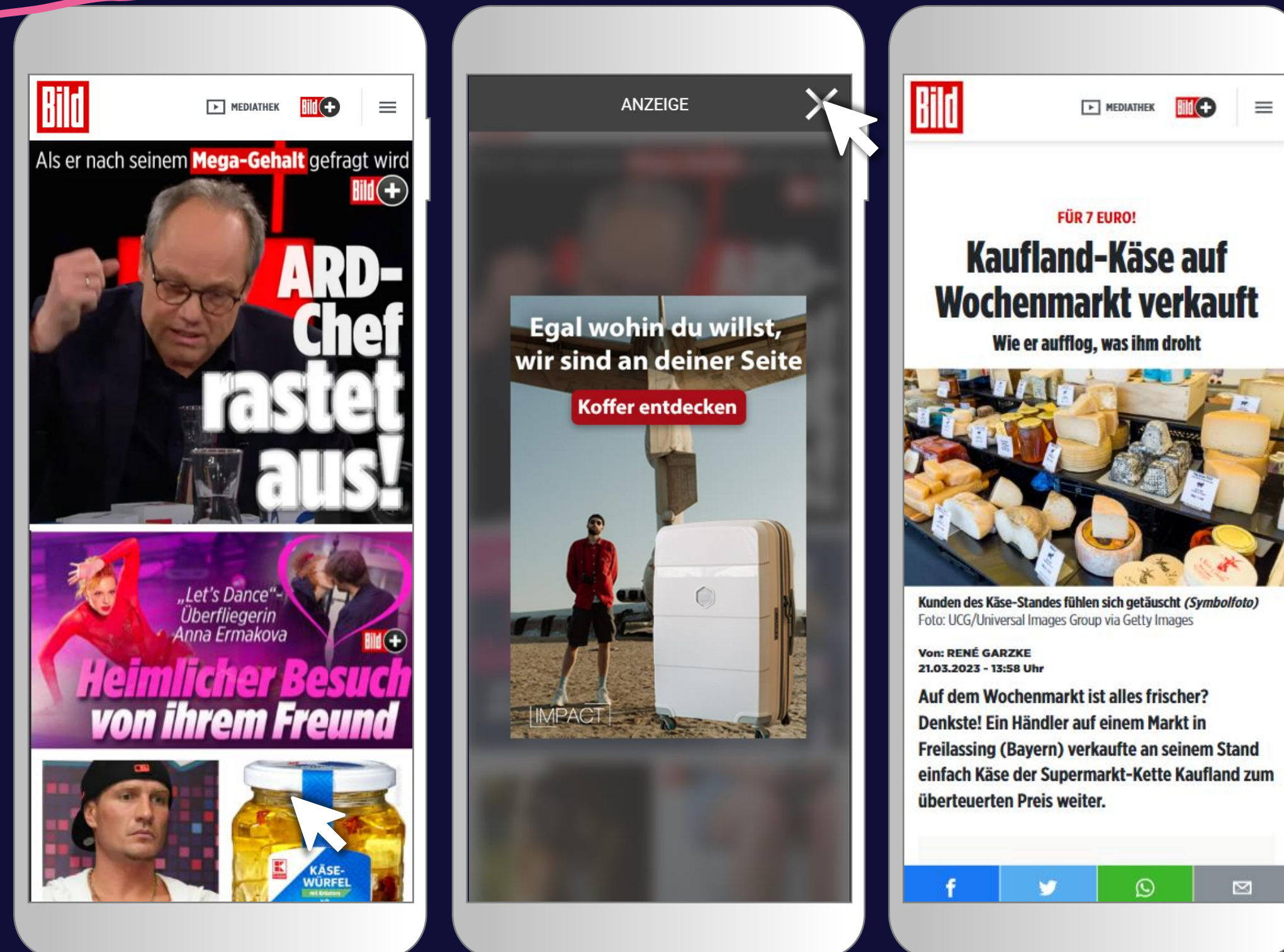
Assets required: Mrec, three Creatives

Creation costs: -

Goes well with: Direction Ad, Picture Wall

MOBILE SPECIAL

COMING SOON



PREVIEW:



ON REQUEST

Description: Fullscreen layer opens when an article is clicked; before the article is displayed, the fullscreen layer appears which must be actively closed.

Booking options: Home Run Supreme

Exclusions: -

Programmatic: Programmatic guaranteed (publisher hosted)

Implementation: MI template

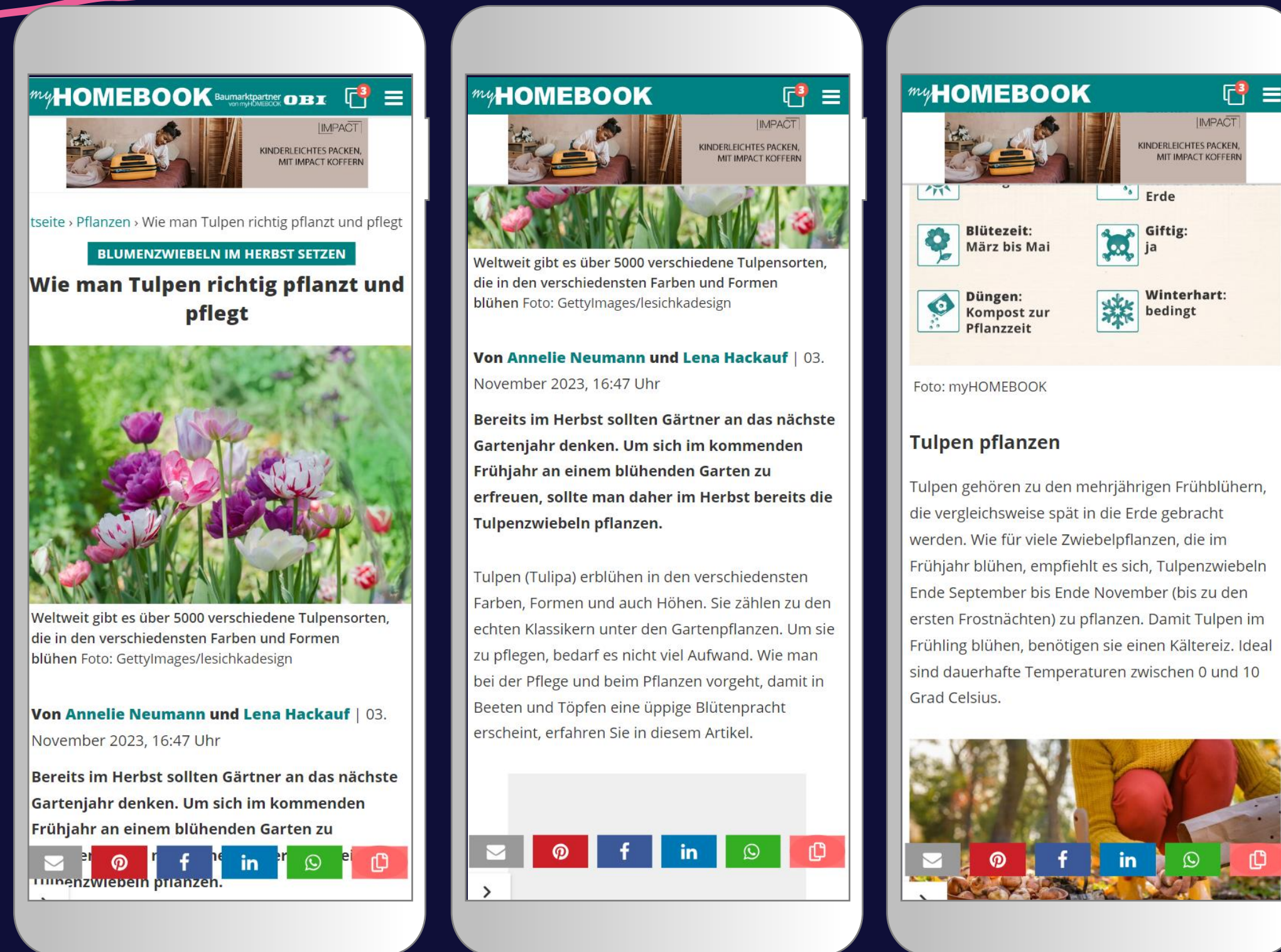
Assets needed: Fullscreen Creative (specifications on request)

Creation costs: -

Goes well with: Big Stage, Direction Ad, Picture Wall

STICKY LEAD AD

COMING SOON



ON REQUEST

Description: Content Ad 4:1 which remains sticky at the navigation when scrolling; is automatically hidden at the end of the article

Booking options: ROS & Custom, Channel, ROP

Exclusions: -

Programmatic: Programmatic guaranteed (publisher hosted)

Implementation: MI template

Assets needed: Content Ad 4:1 ([SPECS](#))

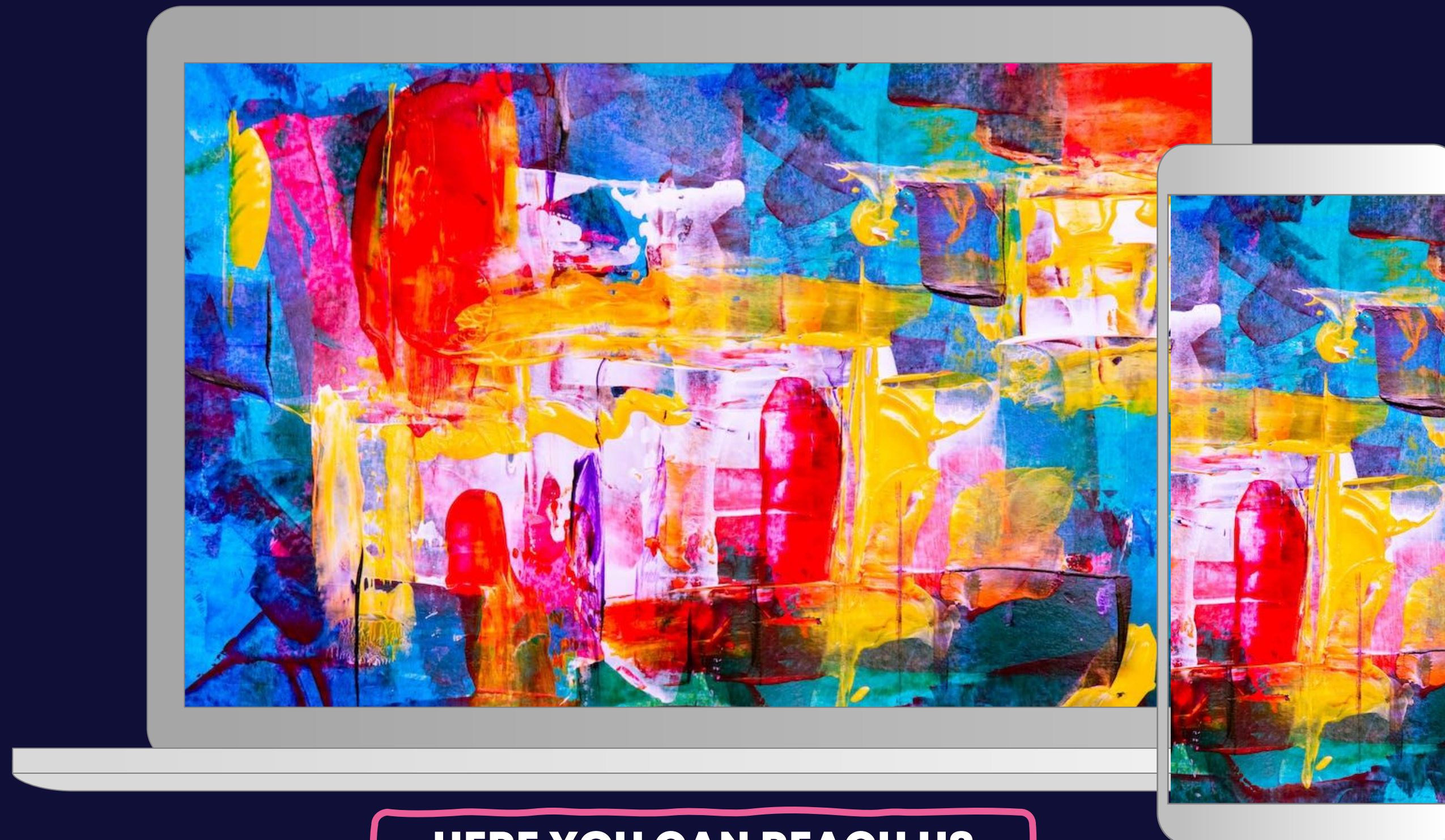
Creation costs: -

Goes well with: Double Dynamic Sitebar, Dynamic Fireplace

PREVIEW:



INDIVIDUALIZED AD



HERE YOU CAN REACH US

Description: Individual? New? - Create your desired format together with us!

Booking options: Home Run (Deluxe & Supreme)

Exclusions: -

Programmatic: Programmatic guaranteed (publisher hosted)

Implementation: Media Impact & Customer

Assets needed: Creatives and assets that are desired.

Creation costs: Tbd.

LET'S TALK!