

ENG

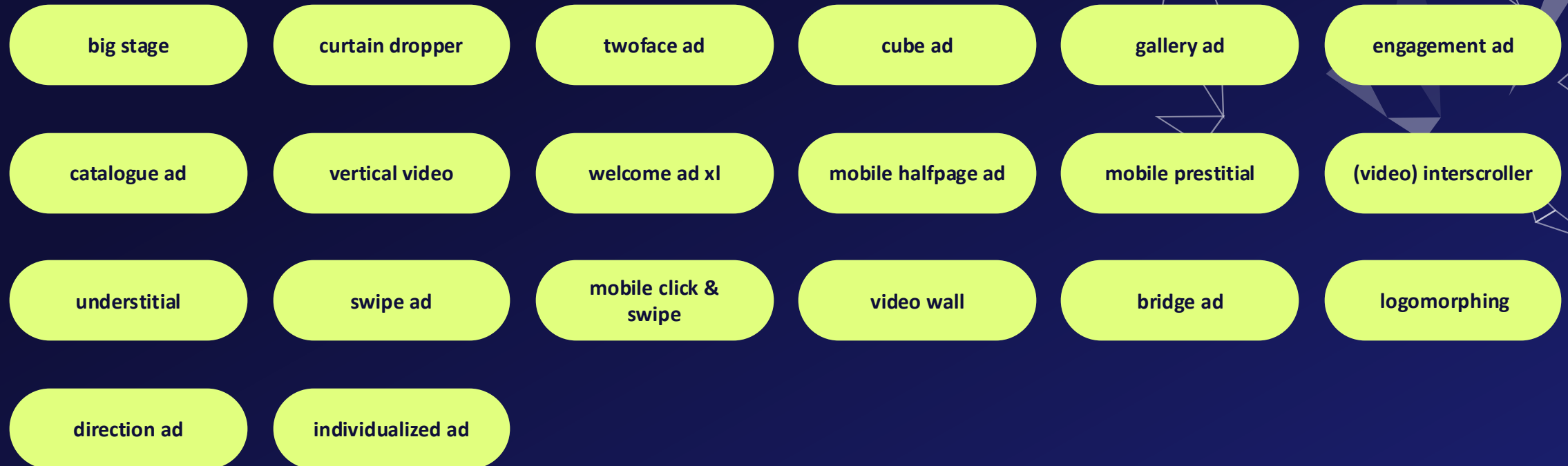
media impact special advertising formats

creative designs for your campaign

designed by
media **impact**—
germany's most creative customer expert_

overview

With one click to the advertising material



big stage

description: Automatic Pre Expanding Video Wall with Autoclose and FC1; Dynamic Fireplace remains as a reminder, Mobile remains a Lead Ad 2:1 and a Mobile Medium Rectangle¹

booking options: Home Run Supreme

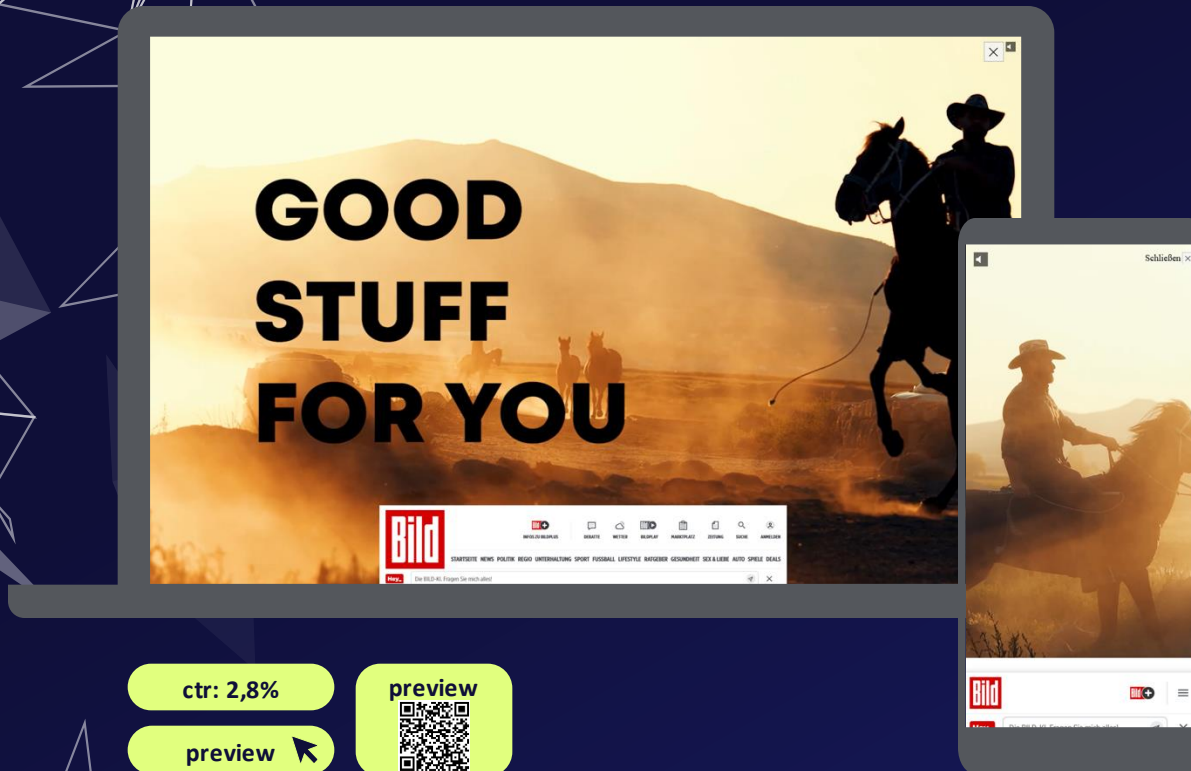
exclusions: Mobile not bookable inApp

programmatic: Programmatic Guaranteed (Publisher hosted)

implementation: MI template

required assets: Video, DDS + Billboard, Lead Ad 2:1 (SPECS)

creation costs: -



CTR is an average value, source: own AdServer

1) A medium rectangle is required for inApp. When creating the advertising materials for the Big Stage via MI, additional creation costs of €4,800 apply. Lead time of at least 15 business days from the delivery of the assets (video, images, etc.).

curtain dropper

description: Layer that falls over the website like a curtain, includes FC1; after a few seconds it automatically drops down. A Billboard or a Double Dynamic Sitebar remains as a reminder, a Lead Ad 2:1 and a Mobile Medium Rectangle remain on Mobile

booking options: Home Run Deluxe / Home Run Supreme

exclusions: not inApp

programmatic: Programmatic Guaranteed (Publisher hosted)

implementation: MI template

required assets: Layer Creative, Billboard, Lead Ad 2:1, Mobile Medium Rectangle (SPECS)

creation costs: -

goes well with: Mobile Welcome Ad XL



ctr: 2,1%

preview



preview

twoface ad

description: Two background images, 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: -

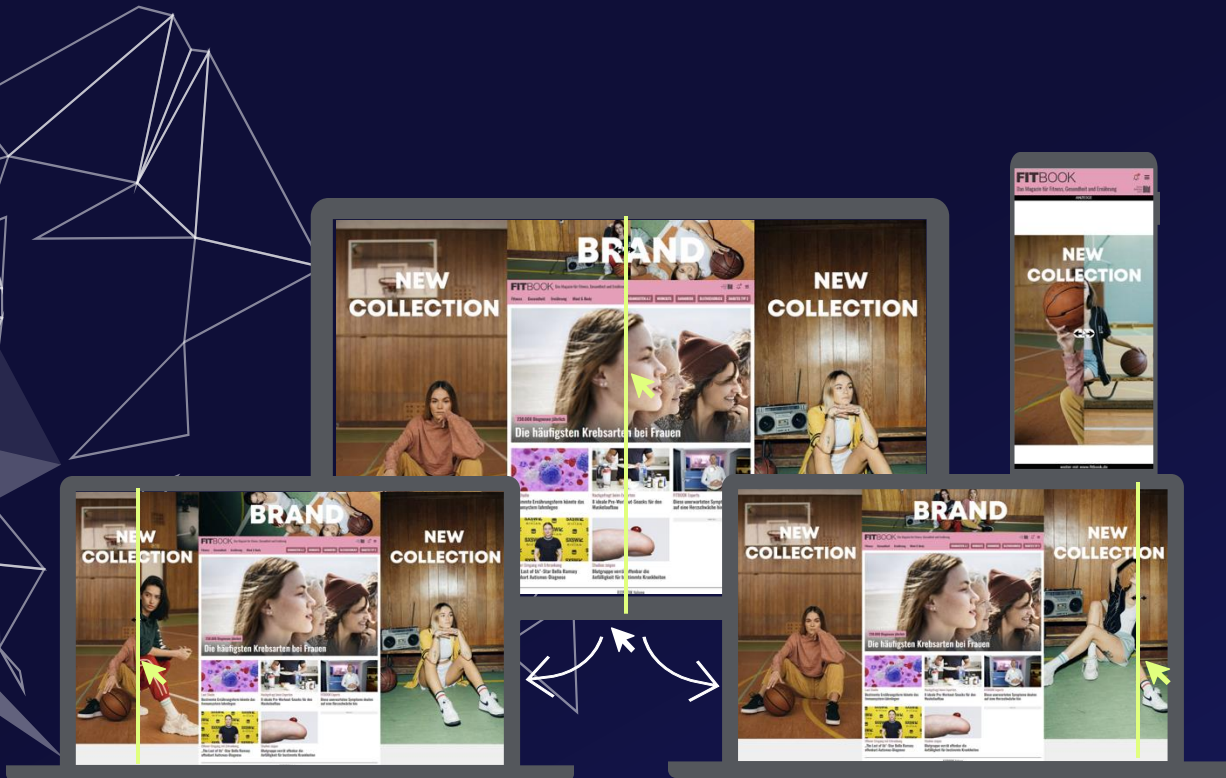
programmatic: Programmatic Guaranteed (Publisher hosted)

implementation: MI template

required assets: 2x background images, 2x mobile images, reminder advertising material (SPECS)

creations costs: -

goes well with: Interscroller, Picture Wall, Direction Ad



ctr: 1,29%

preview



preview

cube ad

description: Advertising material in cube look, consisting of 4 creatives that join together and rotate in 3D optics

booking options: Home Run, ROS & Custom, Channel, ROP; can also be booked standalone for stationary or mobile

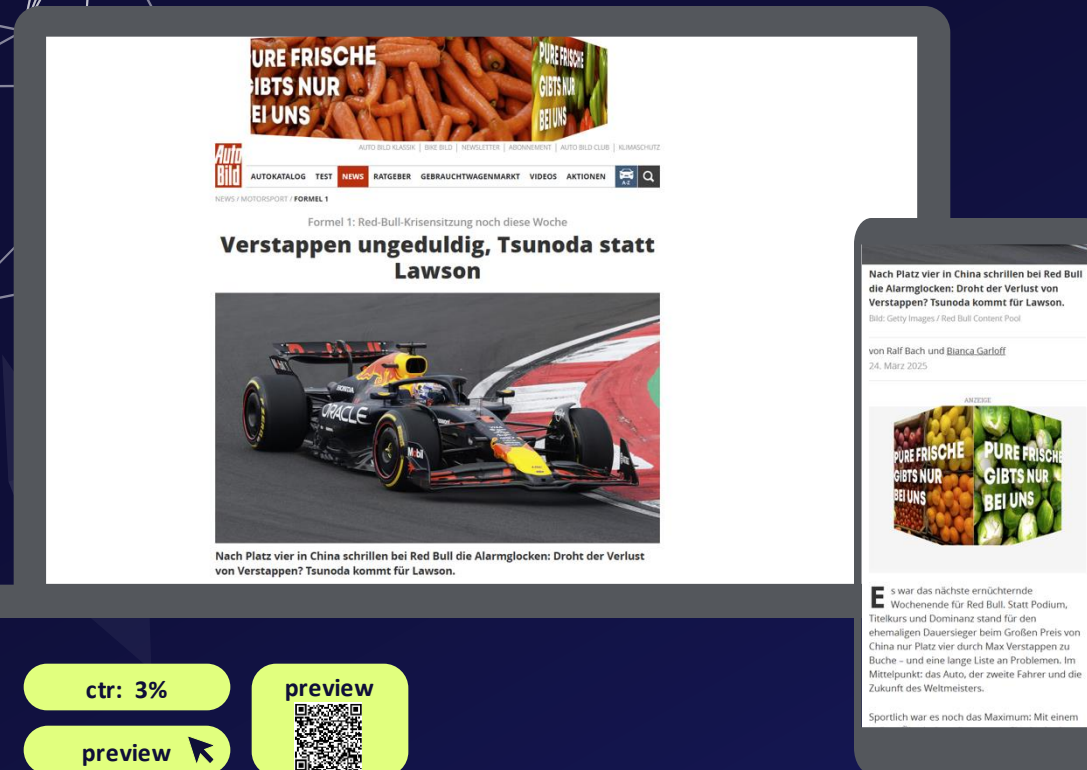
exclusions: -

programmatic: All deal types (fixed placement onyl as Programmatic Guaranteed (publisher hosted))

implementation: MI template

required assets: 4x creatives in the size of the booked format (SPECS)

creation costs: -



ctr: 3%

preview



preview

gallery ad

description: Advertising material consisting of 2-8 creatives that slide through automatically and in response to user action

booking options: Home Run, ROS & Custom, Channel, ROP; can also be booked standalone for stationary or mobile

exclusions: -

programmatic: All deal types (fixed placement onyl as Programmatic Guaranteed (publisher hosted))

implementation: MI template

required assets: 2-8 creatives in the size of the booked format (SPECS)

kreationskosten: -



engagement ad

description: Up to 8 different creatives combined as interactive advertising material in slider format; the advertising material is individually composed of different images, texts and videos; Sitebar + Interscroller formats

booking options: ROP, ROC, ROS & Custom

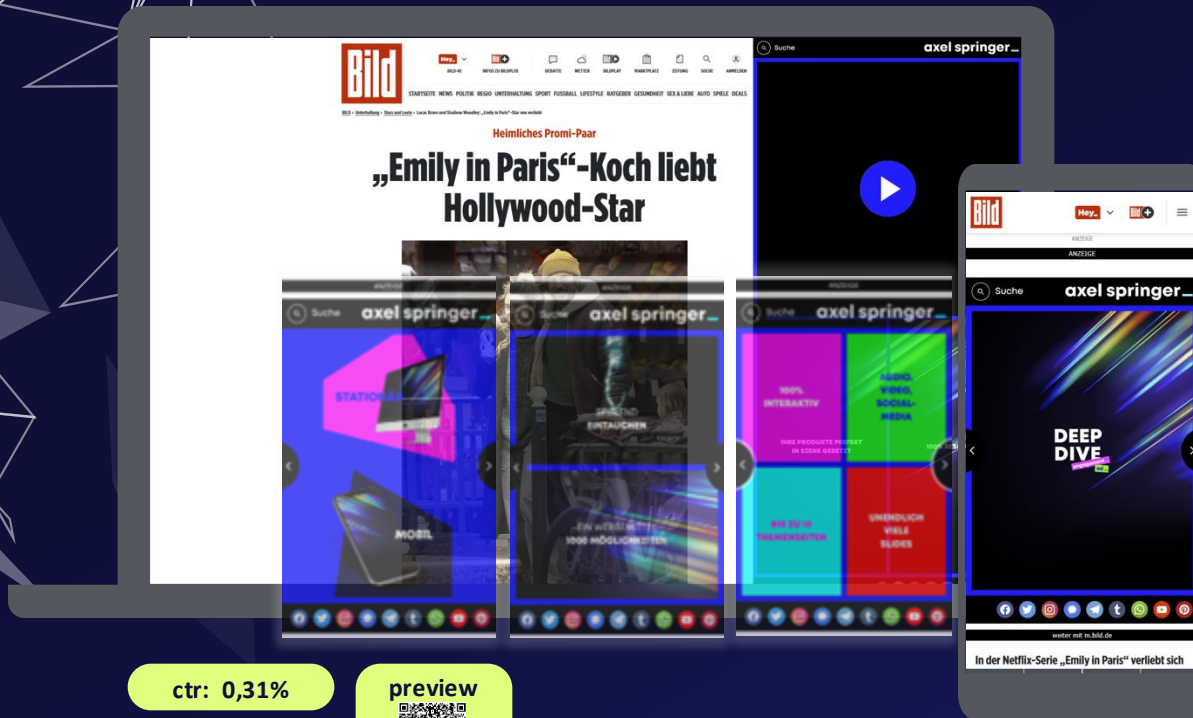
exclusions: inApp

programmatic: Programmatic Guaranteed (Publisher hosted, CPM bookings only)

implementation: MI template

required assets: Preferred creatives and assets

creation costs: -



ctr: 0,31%

preview



preview

catalouge ad

description: Layer as digital flip page brochure; formats: Sitebar and Mobile Medium Rectangle; the layer opens when clicking on the advertising media

booking options: Home Run Deluxe / ROP, ROC, ROS & Custom

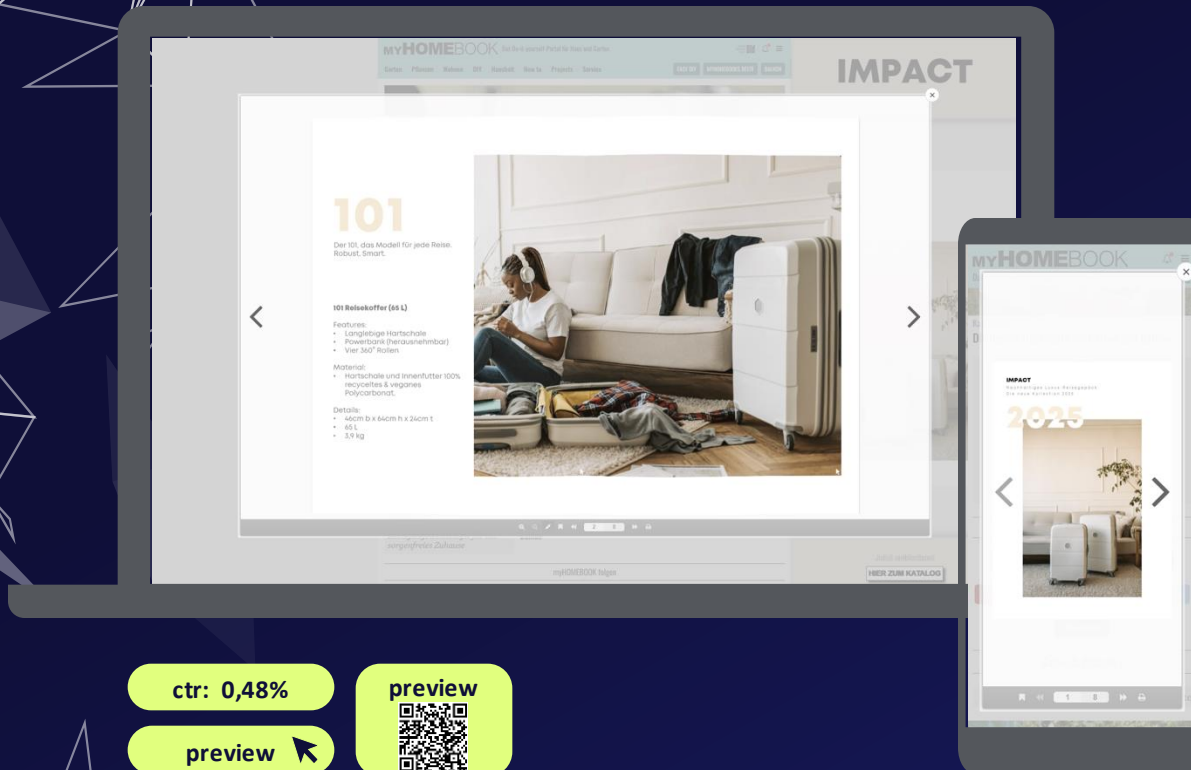
exclusions: inApp

programmatic: All deal types (fixed placement onl as Programmatic Guaranteed (publisher hosted))

implemantation: MI template

required assets: PDF, Logo, Hex Farbcode, PDF creative (SPECS)

creation costs: -



vertical video

description: A vertical video (9:16) integrated into the vertical video content of BILD and SPORTBILD; ad is integrated like an editorial video standalone; ad starts autoplay unmuted

booking options: ROP & ROC: in the Interscroller; ROS & Custom: BILD.Play, SPORTBILD.Play & WELT.Play

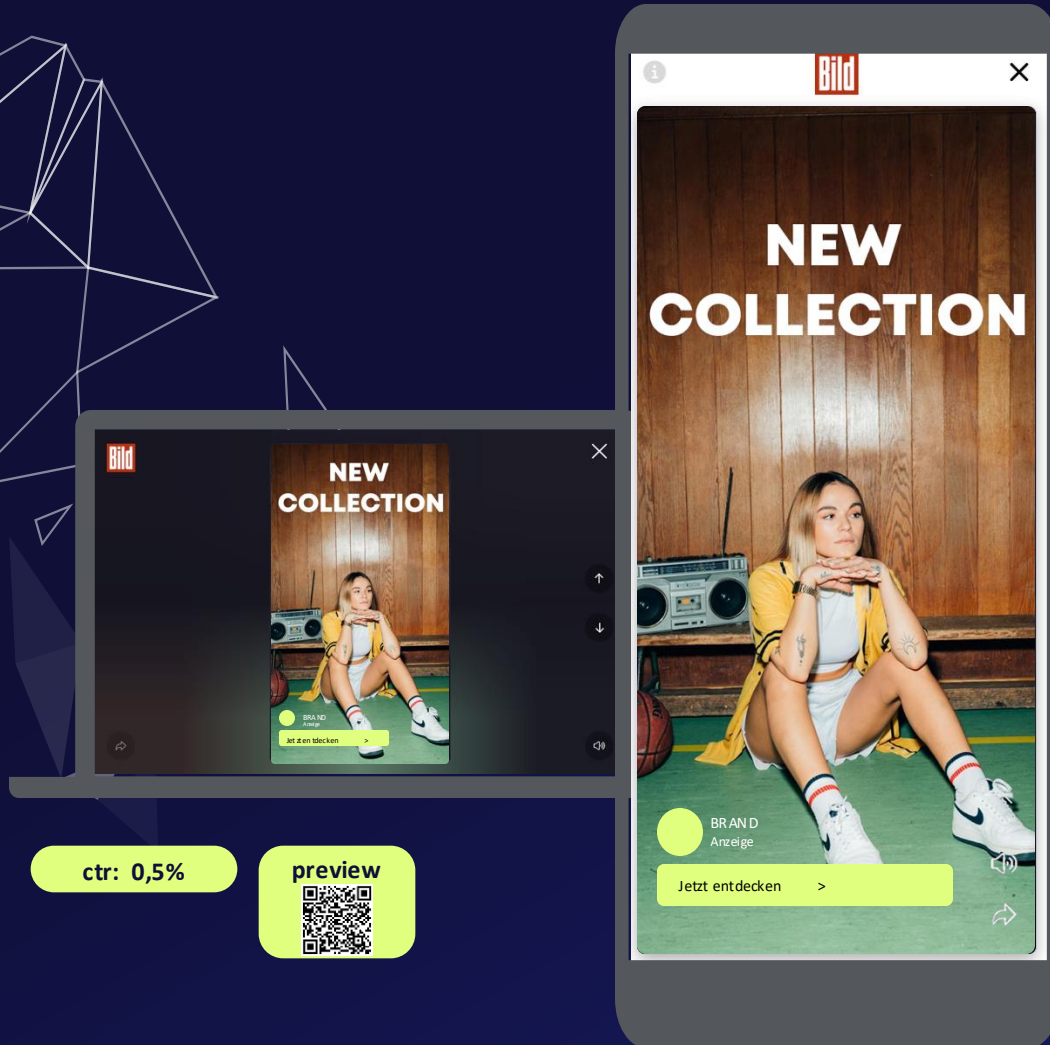
exclusions: inApp

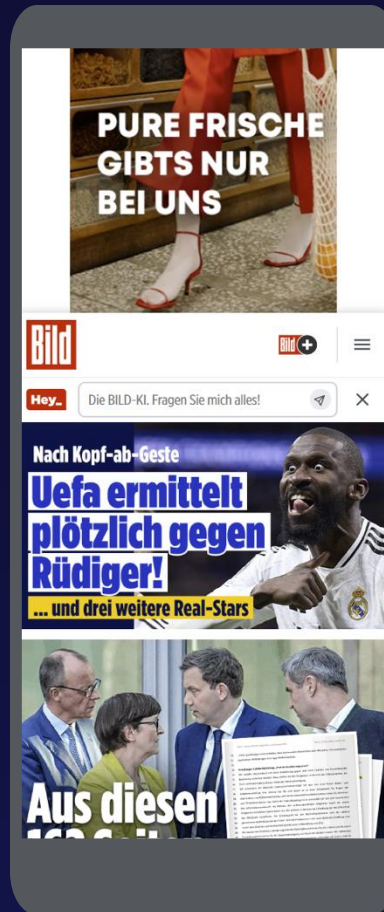
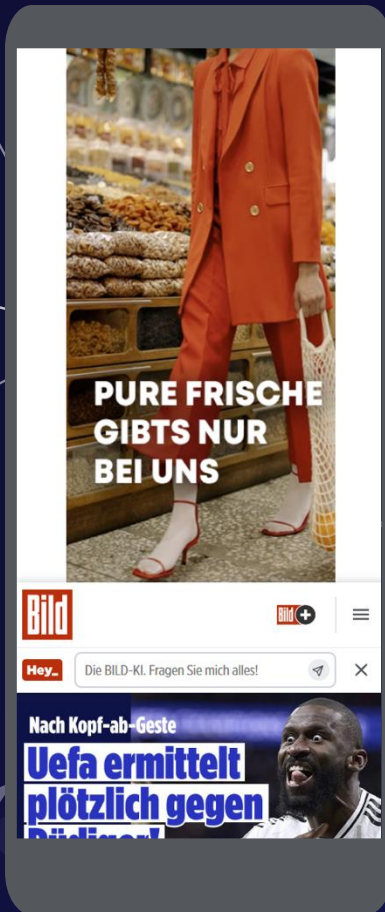
programmatic: All deal types (fixed placement onyl as Programmatic Guaranteed)

implementation: MI template

required assets: Vertical Video ([SPECS](#))

creation costs: -





welcome ad xl

description: A Halfpage Ad is placed in the immediately visible area upon page load (FC1), additionally a Content Ad 2:1 is integrated. As a reminder, a Lead Ad 2:1 and a Mobile Interscroller¹ remain

booking options: Home Run Deluxe

exclusions: inApp, Business Insider

programmatic: All deal types (fixed placement onyl as Programmatic Guaranteed (publisher hosted))

implementation: MI template

required assets: Creative (SPECS)

creation costs: -

ctr: 0,57%

preview



CTR is an average value, source: own AdServer

1) The same creative as for the Welcome Ad can be used



ctr: 0,25%

preview



mobile halfpage ad

description: Creative is embedded in the editorial content

booking options: Home Run Deluxe / ROP, ROC, ROS & Custom

exclusions: inApp

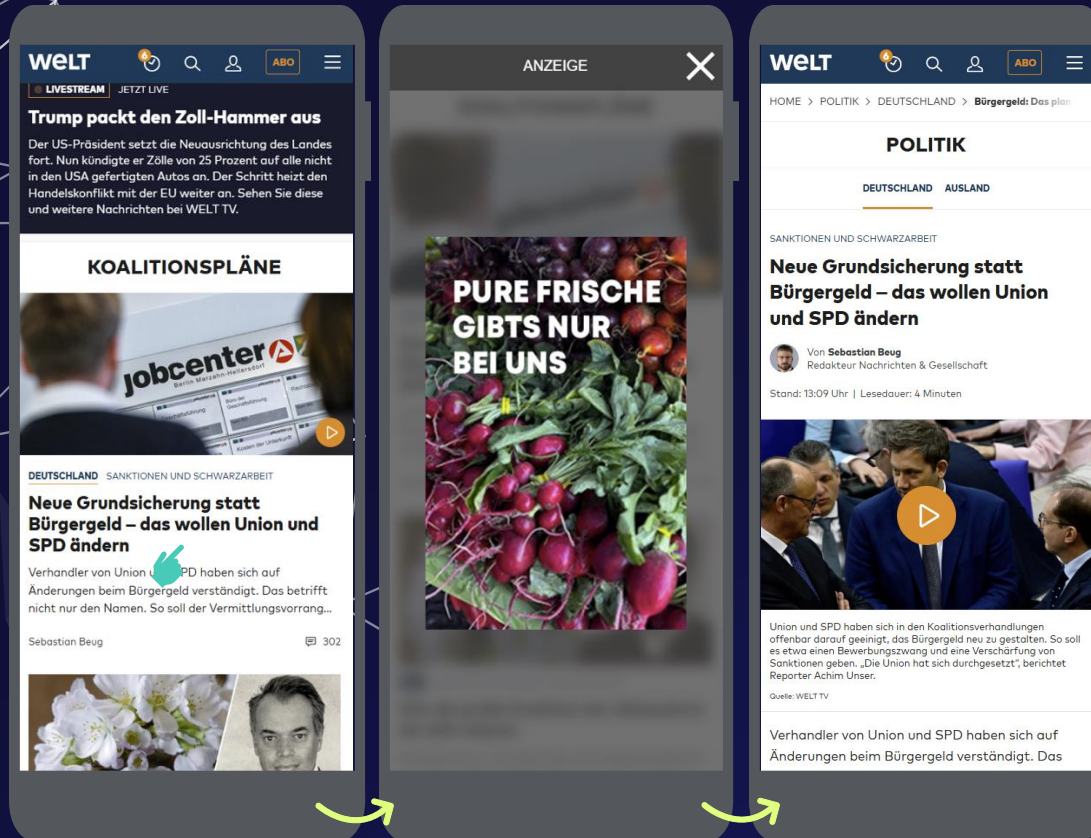
programmatic: All deal types (fixed placement onyl as Programmatic Guaranteed (publisher hosted))

implementation: MI template

required assets: Creative (SPECS)

creation costs: -

mobile prestitial



preview



description: Fullscreen layer opens when clicking on an article; before the article is displayed, the fullscreen layer appears, which is closed automatically and on click

booking options: Home Run Supreme

exclusions: inApp, bookable upon request

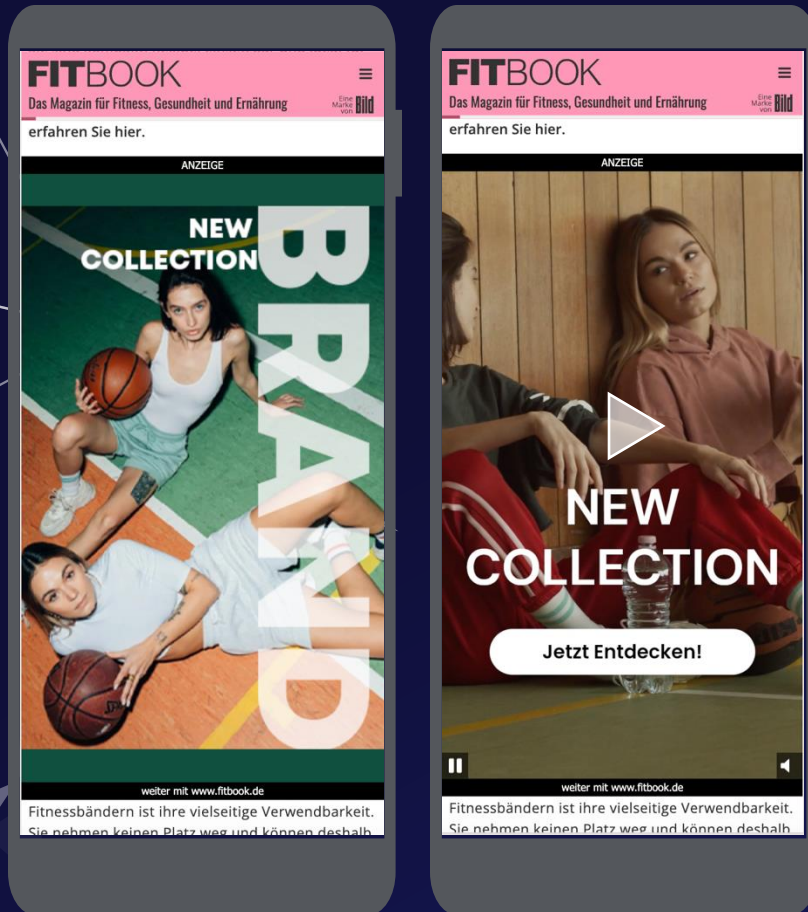
programmatic: Programmatic Guaranteed (Publisher hosted)

implementation: MI template

required assets: Fullscreen Creative (SPECS)

creation costs: -

geos well with: Big Stage



ctr: 0,11%

preview



preview



(video) interscroller

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

booking options: Home Run (Deluxe, Supreme), ROP, ROC, ROS & Custom

exclusions: -

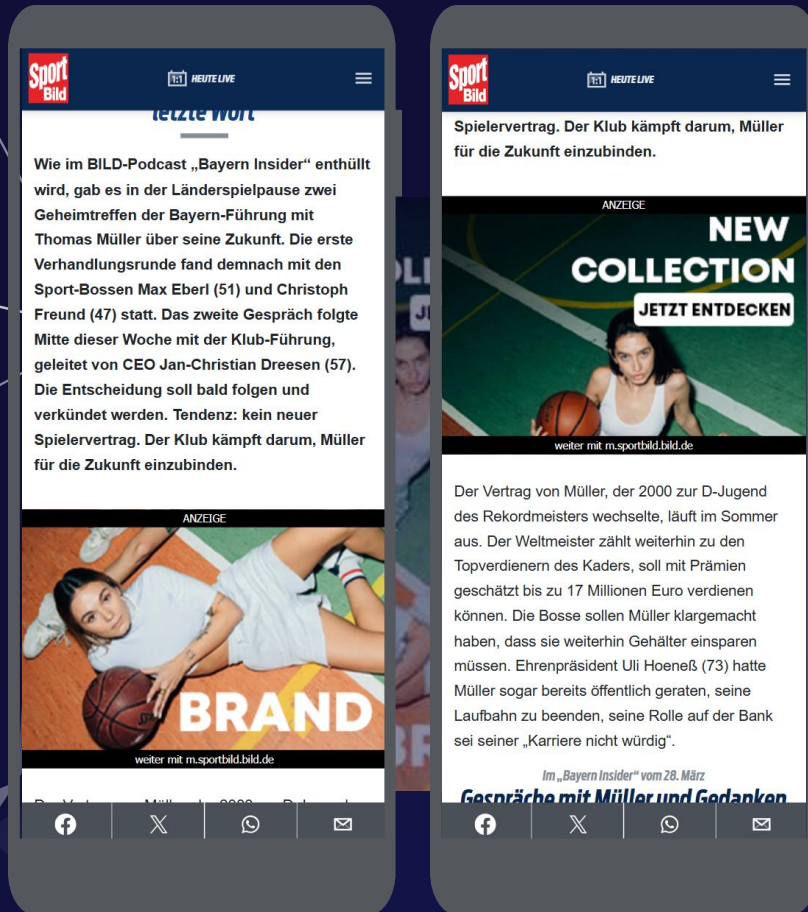
programmatic: All deal types (fixed placement onyl as Programmatic Guaranteed (publisher hosted))

implementation: MI template

required assets: Creative, ggf. Video (SPECS)

creation costs: -

goes wekk with: Big Stage, Curtain Dropper, Picture Wall, Video Wall



ctr: 0,09%

preview



understitial

description: The advertising material lies behind the content and is revealed by scrolling

booking options: Home Run (Deluxe, Supreme), ROP, ROC, ROS & Custom

exclusions: inApp

programmatic: Programmatic Guaranteed (Publisher hosted)

implementation: MI template

required assets: Creative (SPECS)

creation costs: -

goes well with: Big Stage, Curtain Dropper, Picture Wall, Video Wall



swipe ad

description: A content ad is embedded in the content; swiping over the content ad opens a full-screen ad

booking options: Home Run (Deluxe, Supreme), ROP, ROC, ROS & Custom

exclusions: inApp

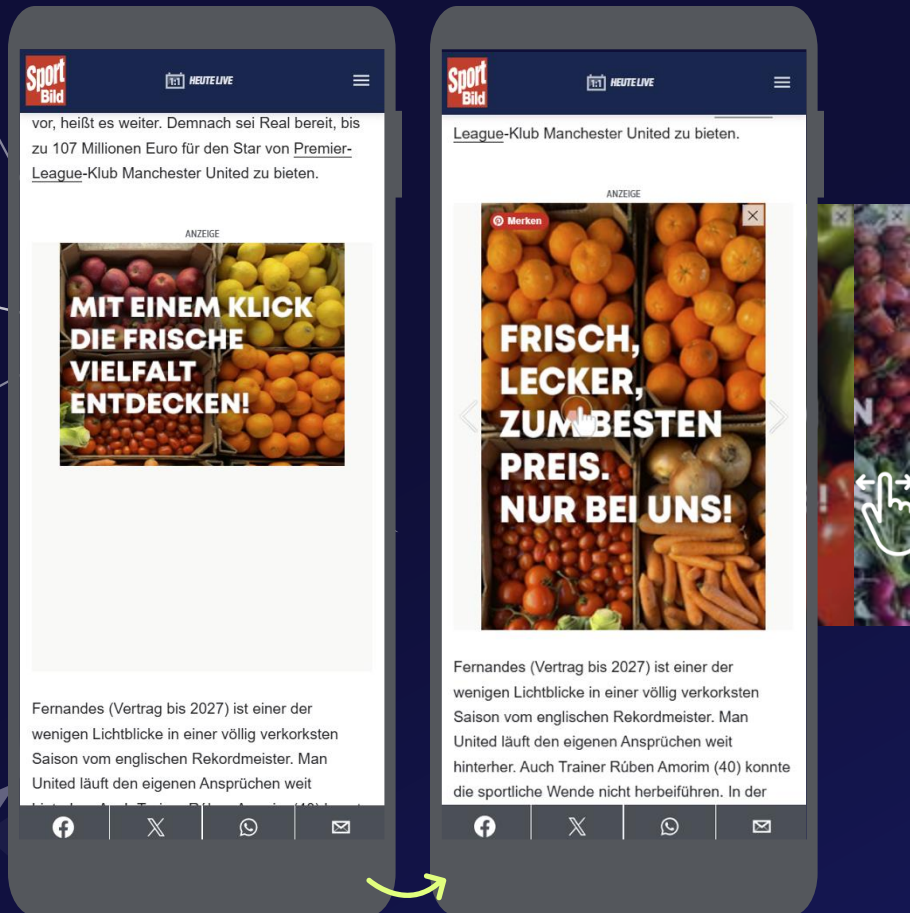
programmatic: All deal types (fixed placement onyl as Programmatic Guaranteed)

implementation: MI template

required assets: Content Ad, Fullscreen Creative (SPECS)

creation costs: -

goes well with: Direction Ad, Picture Wall



mobile click & swipe

description: The ad initially consists of a Medium Rectangle. On click, the ad opens by pushing down the content; the On Click Banner consists of 3 creatives that swipe automatically and on user interaction

booking options: Home Run (Deluxe), ROP, ROC, ROS & Custom

exclusions: inApp

programmatic: All deal types (fixed placement onyl as Programmatic Guaranteed)

implementation: MI template

required assets: Medium Rectangle, 3x Creatives ([SPECS](#))

creation costs: -

goes well with: Direction Ad, Picture Wall

video wall

description: Expanding fullscreen video layer including FC1; a Billboard or Sitebar remains as a reminder (other advertising media on request)

booking options: Home Run Deluxe, ROS & Custom

exclusions: Bookable exclusively as Home Run Deluxe at BILD.de, Sportbild.de and WELT.de

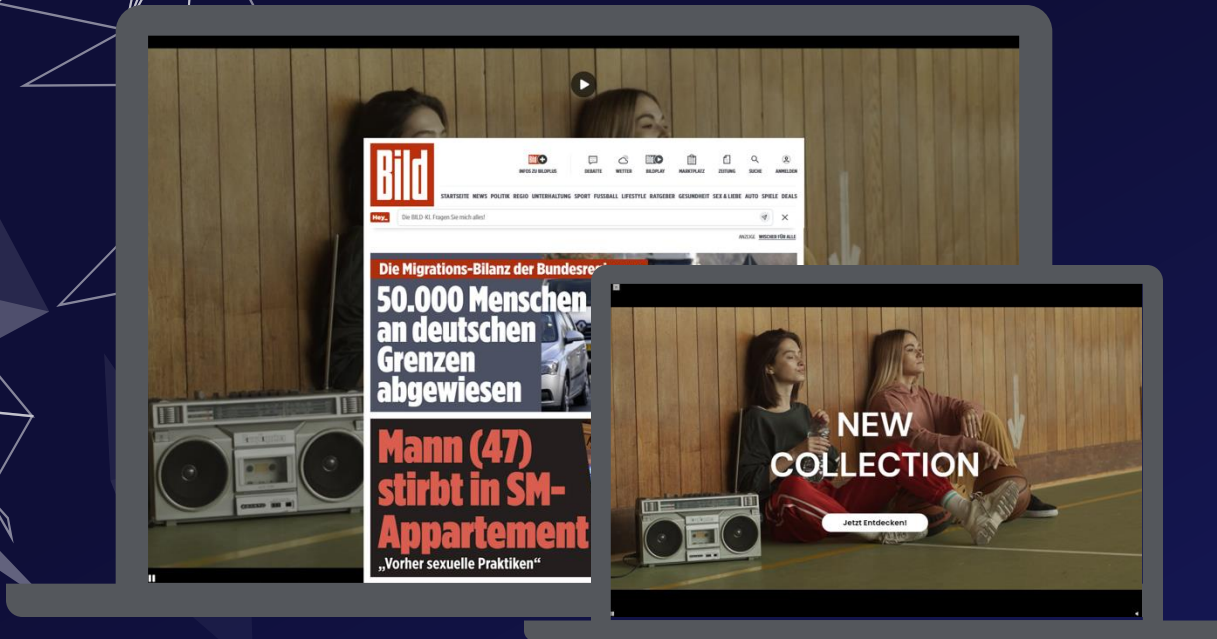
programmatic: Programmatic Guaranteed (Publisher hosted)

implementation: MI template

required assets: Video, Billboard + transparent Billboard (SPECS)

creation costs: -

goes well with: Video Interscroller, Undersitial, Welcome Ad



ctr: 0,36%

preview

picture wall

description: Expanding fullscreen layer including FC1, layer consists of 4 creatives; a Billboard remains as a reminder

booking options: Home Run Deluxe

exclusions: -

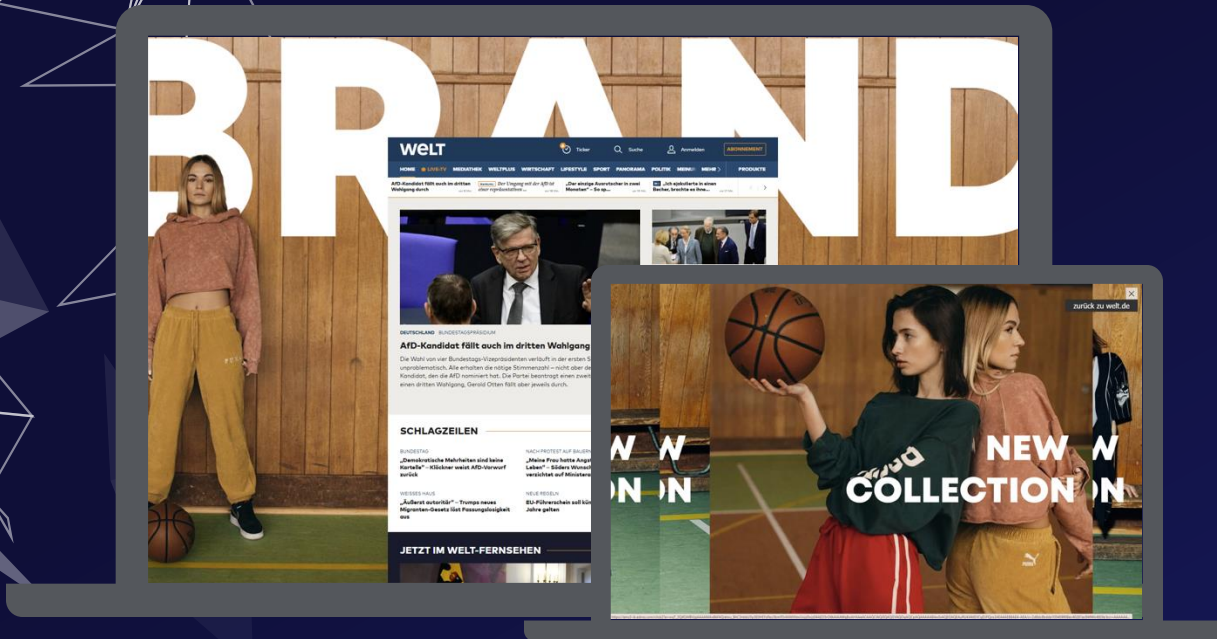
programmatic: Programmatic Guaranteed (Publisher hosted)

implementation: MI template

required assets: background image, 4x layer creatives, Billboard + transparent Billboard (SPECS)

creation costs: -

goes well with: Interscroller, Undersitial, Swipe Ad, Mobile Cube Ad, Welcome Ad XL



ctr: 0,07%

preview

bridge ad

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; includes FC1

booking options: Home Run Deluxe

exclusions: Business Insider

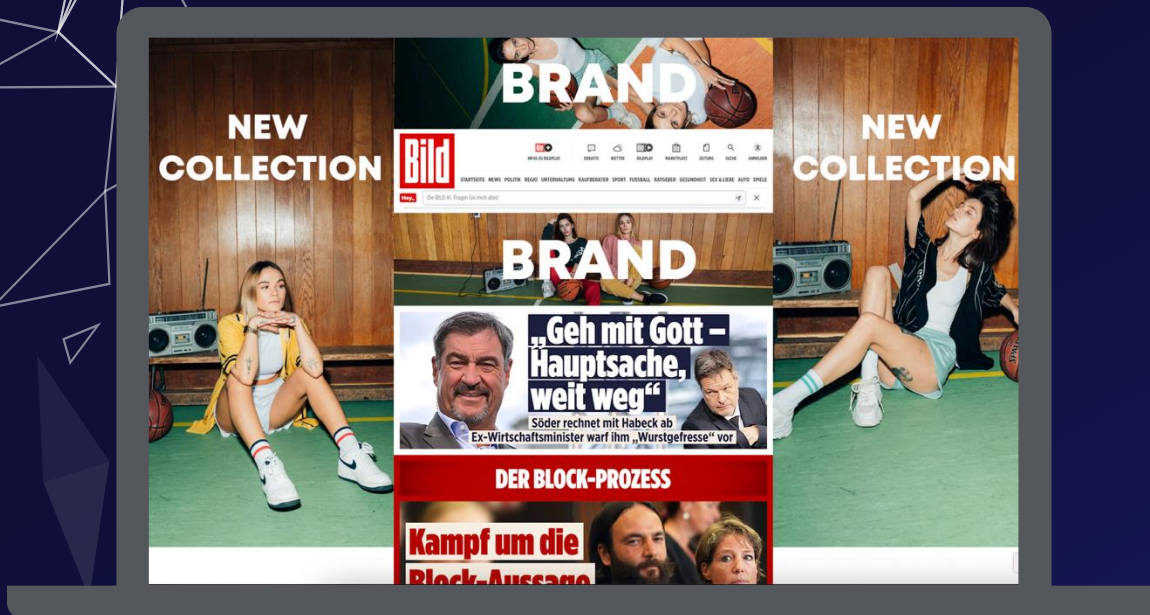
programmatic: Programmatic Guaranteed (Publisher hosted)

implementation: MI Template and customer*

required assets: DDS, Billboard, Superbanner (SPECS)

creation costs: -

goes well with: Interscroller, Undersital, Swipe Ad, Mobile Cube Ad, Welcome Ad XL



ctr: 0,5%

preview

CTR is an average value, source: own AdServer

*Technical implementation via MI; creative implementation is handled by the client and, if necessary, a creative service provider

logomorphing

dewcription: A layer designs the website in the look and feel of your own brand

booking options: Home Run Deluxe

exclusions: Bookable upon request

programmatic: -

implementation: Customer and/or creative service provider

required assets: Upon agreement

creation costs: -

goes well with: Interscroller, Undersital, Swipe Ad, Mobile Cube Ad, Welcome Ad XL



direction ad

description: Double Dynamic Sitebar + Billboard, by clicking, the website shifts to the left, right, or downward, revealing additional fullscreen ad space. Additional advertising messages, videos, image galleries, etc. can be integrated. Includes FC1

booking options: Home Run Deluxe

exclusions: Bookable upon request

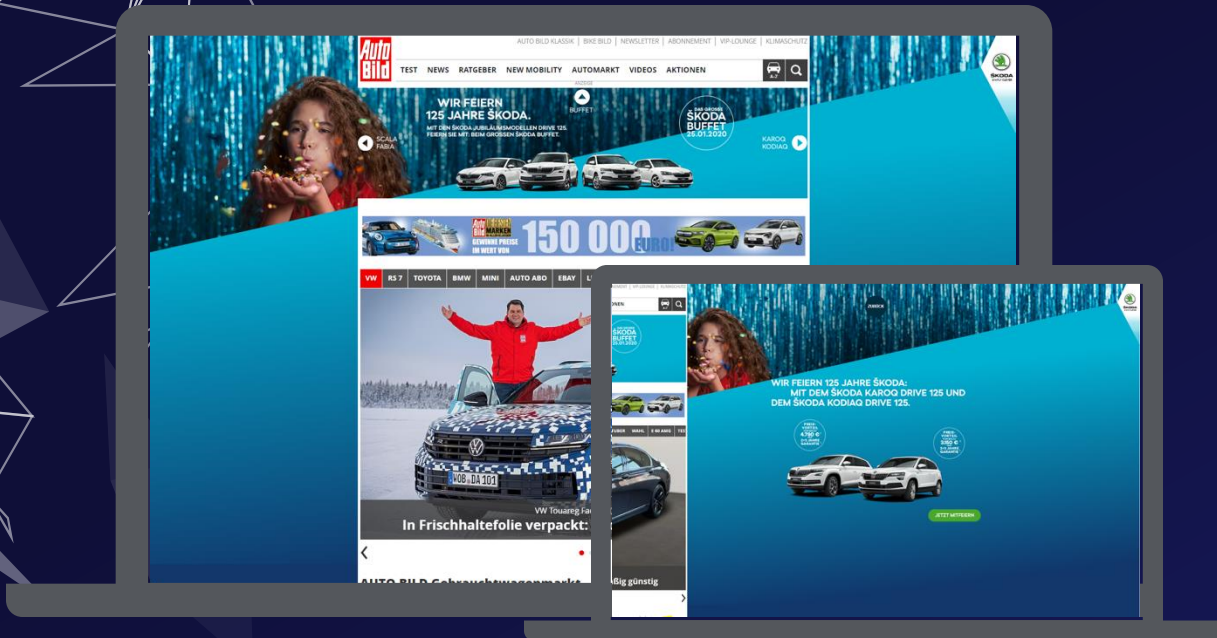
programmatic: Programmatic Guaranteed (Publisher hosted)

implementation: MI template and creative service provider

required assets: Upon agreement

creation costs: from 1,000 €

goes well with: Interscroller, Undersitial, Swipe Ad, Mobile Cube Ad, Welcome Ad XL



individualized ad

description: Customised? New? - Create your favourite format together with us!

booking options: Home Run (Deluxe & Supreme)

exclusions: -

programmatic: Programmatic Guaranteed (Publisher hosted)

implementation: Upon agreement

benötigte assets: Upon agreement

creation costs: tbd.

Get in touch – together we'll create your dream ad!

