

JUST CLICKS

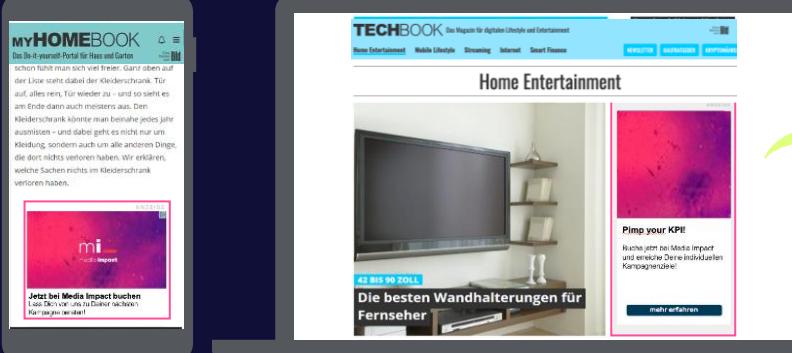


IMAGE AND VIDEO NATIVE ADS

THE EASIEST WAY TO GUARANTEED CLICKS!

Reach your target group with native advertising formats in Media Impact's premium portfolio and benefit from a guaranteed number of clicks.¹

How it works:

- **Relevant target group:** Use native image and video ads that blend seamlessly into the editorial environment and appeal to your target group across the entire MI portfolio.
- **Simple processing:** The campaign runs without any technical effort – no pixel integration necessary.
- **Optional advertising materials:** On request, we can create your visual advertisements, tailor-made for optimum performance.³

Our Just Clicks packages:

- **Just Clicks:** Wide reach without targeting, across the entire portfolio (ROP).
- **Just Clicks Regio:** Regional targeting by postcode.
- **Just Clicks Regio Flex:** Even more granular regional targeting with more options, by city or state, optionally with a radius of 50 km or more.

Package ⁴	CPC	Budget Range
Just Clicks	0.99€ CPC (Q4: 1.04€) Duration: min. 2 weeks	2,500 – 14,999 € net ⁵
	0.92€ CPC (Q4: 0.97€) Duration: min. 4 weeks	15,000 – 29,999 € net ⁵
	0.88€ CPC (Q4: 0.93€) Duration: to be agreed individually	30,000 – 59,999 € net ⁵
	0.85€ CPC (Q4: 0.90€) Duration: to be agreed individually	From 60,000 € net ⁵
Just Clicks Regio / Regio Flex	Individual depending on targeting (minimum CPC of 0.92€ (Q4: 0.97€)) Duration: to be agreed individually	Individually by arrangement

1) The guaranteed clicks will be played out over the campaign period.

2) At least 2 motifs and text teasers per format must be delivered. It is possible to use image and video formats simultaneously. The campaign will be optimised for the best-performing formats.

3) Creation costs for advertising material: €1,000 net. Video formats must be provided. They must not be larger than 5 MB and must not be longer than 15 seconds.

4) Only possible as a ROP booking; cannot be combined with MI data products.

5) Net price, not discountable.

JUST CLICKS ANNUAL COMMITMENT



IMAGE AND VIDEO NATIVE ADS

THE EASIEST WAY TO GUARANTEED CLICKS OVER A LONGER TIME PERIOD!

Reach your target audience in Media Impact's high-quality portfolio with an annual commitment and benefit from more attractive terms. Secure guaranteed native clicks when you book a long-term campaign from Q1 to Q3 – and receive the clicks over the months, depending on availability, until the guaranteed volume is reached.¹

How it works:

- **Relevant target group:** Use native image and video ads that blend seamlessly into the editorial environment and appeal to your target group across the entire MI portfolio.
- **Simple processing:** The campaign runs without any technical effort – no pixel integration necessary.
- **Optional advertising materials:** On request, we can create your visual advertisements, tailor-made for optimum performance.³

Our annual commitment packages for Just Clicks:

Package ⁴	CPC (Q1-Q3)	Klicks	Budget
Just Clicks	0.83€ CPC Duration: Q1 – Q3	60,000 total clicks Ø 6,600 monthly clicks	50,000€ net ⁵
	0.75€ CPC Duration: Q1 – Q3	100,000 total clicks Ø 11,100 monthly clicks	75,000€ net ⁵
	0.70€ CPC Duration: Q1 – Q3	142,000 total clicks Ø 15,700 monthly clicks	From 100,000€ net ⁵

1) The guaranteed clicks will be played out over the campaign period.

2) The advertising materials will be adapted or recreated every quarter

3) Video formats must be provided. They must not be larger than 5 MB and must not be longer than 15 seconds.

4) Only possible as a ROP booking; cannot be combined with MI data products.

5) Net price, not discountable.

SOCIAL PERFORMANCE ADD-ON



ACHIEVE YOUR KPIs WITH SOCIAL PERFORMANCE ADS!

Optimize your performance and achieve your KPIs with tailor-made solutions beyond Media Impact's premium portfolio.

How it works:

- **Simple processing:** Your campaign will be played out without any complications – without the need for pixel integration (pixel installation is optional).
- **Precise targeting:** We maximise efficiency and increase interactions in the social media environment through data-based targeting.
- **Performance-optimised:** We create a forecast for your desired KPI and provide a well-founded prediction of target achievement. Optionally, you can book powerful advertising materials directly with us to make your campaign even more effective.²

Our social performance products:

- **Social Engagement:** Increase your target group's engagement with targeted measures that combine social and branding components.
- **Social Audience Boost:** Increase the reach and engagement of your campaign in one of three ways:
 1. Exclusion of users who have already seen the branding campaign in the MI inventory in order to increase net reach.
 2. Retargeting users who have already seen the branding campaign in the MI inventory to increase contact frequency or build on advertising messages.

Products	KPIs	Guarantees	Prices
Social Engagement Add-On	Clicks / engagements / completed views	Traffic to landing page / Generation of interactions / Maximum attention for videos	From 20,000€ net (CPX on request) ³
Social Audience Boost	Ad impressions (other KPIs on request)	Exclusion <u>or</u> retargeting of Media Impact Portfolio users	From 10,000€ net (CPX on request) ³

1) At least 50% (net) of the offer must consist of branding products in the Media Impact portfolio (HomeRun, Brand Story, deep integration, ROP bookings, etc.). Cannot be combined with MI data products.

2) Creation costs for advertising material: 3.000€ net

3) Net prices, no further discounts available.

MAXCLICK



YOUR ADVERTISING MESSAGE WILL BE COMMUNICATED WITH GREAT REACH

MaxClick means a lot of attention for your adverts in a very short time. And the best thing about it: we garnish this reach with guaranteed, high-quality clicks on your desired landing page.

How it works:

- **Guaranteed ad impressions plus guaranteed clicks.**
- Combination of a prominently placed daily placement on our properties + retargeting of our high-quality BILD and WELT users across all popular social media platforms².
- Available media brands: BILD and WELT.

Our available options:

- **BILD MaxClick:** Combination of prominent placement on the BILD homepage (C-Teaser) and wide-reaching re-engagement of BILD readers via social media channels using Social Audience Boost.
- **WELT MaxClick:** Combination of prominent placement on the WELT homepage (A-Teaser) with a duration of 3 days, followed by a wide-reaching re-engagement of WELT users via social media channels using Social Audience Boost.

Products	KPIs	Guarantees	Prices ³
BILD MaxClick	Ad impressions & clicks	C-Teaser ⁴ (Duration: 1 day) plus re-targeting in the social media cosmos: 50,000 clicks guaranteed!	Q1-Q3: 160,000 € ⁴ Q4: 178,000 € ⁴
WELT MaxClick	Ad impressions & clicks	A-Teaser ⁴ (Duration: 3 days) plus re-targeting in the social media cosmos: 17,000 clicks guaranteed!	Q1-Q3: 89,000 € ⁴ Q4: 98,000 € ⁴

1) Retargeting of BILD / WELT users who have visited the BILD / WELT.de homepage in the last 7 days.

2) Social Platforms: Meta. [Here](#) you will find the information you need to create social ads.

3) If you need support with creation, this is available at an additional cost. If we create the content, there will be a minimum creation fee of 3,300€ (not eligible for discounts or AE).

4) C-Teaser: Full-screen square teaser (328 x 328 px) | A-Teaser: Full-screen teaser, portrait format (283 x 500 px).

INTERACTION ADD-ON



THE PERFECT COMBINATION OF SAFE CLICK + FORECASTED INTERACTIONS

Benefit from the combination of optimisation for selected high-quality interactions plus the security of guaranteed clicks. We focus on targeted branding measures and powerful performance native ads that promote interactions and contribute to the subsequent optimisation of the selected KPI.¹

How it works:

- **Individual budgets and forecasts**: Interactions are provided based on a customised cost-per-interaction (CPI) forecast.²
- **Click guarantee for maximum security**: With a fixed number of clicks on your landing page, you gain planning security and can track your campaign goals with reliable performance KPIs.
- **Optimal campaign performance through pixel integration**: Use native image-text or video-text ads that integrate seamlessly into the Media Impact portfolio. Important: for optimal performance, pixel integration on your website is essential. We also offer support in creating high-performance advertising materials.³

Our KPI options:

- **Engagement**: Optimisation of advertisements and traffic sources, measured by session duration, page impressions, follow-up clicks and bounce rate.⁴
- **Lead**: Interested individuals/companies who provide contact information (e.g. form, newsletter registration).
- **Further interactions**: User actions on the website such as button clicks, video views, product configuration.

Budget range	Guarantee	Further KPIs
20,000 – 29,999 € net	Min. 20,600 clicks (Q4: 19,600 clicks)	Depending on selection & with forecast, see above for options
30,000 – 59,999 € net	Min. 32,600 clicks (Q4: 30,600 clicks)	
60,000 + € net	Min. 66,700 clicks (Q4: 63,200 clicks)	

1) At least 50% (N2 turnover) of the offer must consist of branding products in the Media Impact portfolio (HomeRun, Brand Story, Deep Integration, ROP bookings, etc.). Minimum term: 4 weeks.

2) The forecast serves as a guideline and does not constitute a guarantee.

3) At least 2 motifs and text teasers must be delivered per format. It is possible to use image and video formats simultaneously. The campaign will be optimised for the best-performing formats. Video formats must be provided. They must not be larger than 5 MB and must not be longer than 15 seconds. Creation costs for advertising material production: 1,000€ net.

4) The individual engagement parameters form the engagement score and include: Session duration (measures how long a user is active on the website); Number of page impressions (counts how many pages a user views during a visit); Follow-up clicks (all clicks within an hour are counted as one visit. Shows user retention and interest); Bounce rate (measures the proportion of users who only view one page, often higher for single-page websites).