








RUN OF SITE | Desktop

	Format	CPM CHF Brut	CPM CHF net
Premium	 Billboard	25	17.5
	 Halfpage Ad		
Basic	 Universal Ad Package ^{UAP)}	10	7

UAP)

Kombination aus Leaderboard, Skyscraper & Medium Rectangle. Mindestens 2 Formate -eines davon zwingend das Medium Rectangle- sind anzuliefern.

CONTEXT TARGETING | Desktop

	Format	CPM CHF Brut	CPM CHF net
Premium	 Billboard	32.5	22.75
	 Halfpage Ad		
Basic	 Universal Ad Package ^{UAP)}	13	9.1

UAP)

Kombination aus Leaderboard, Skyscraper & Medium Rectangle. Mindestens 2 Formate -eines davon zwingend das Medium Rectangle- sind anzuliefern.