



RUN OF SITE | Desktop

| | Format | CPM CHF Brut | CPM CHF net |
|---------|---|--------------|-------------|
| Premium | Wideboard | 70 | 49 |
| | Maxiboard | | |
| | Billboard | | |
| | Halfpage Ad | | |
| Basic | Universal Ad Package ^{UAP)} | 50 | 35 |
| Special | Sitebar / Liquid Ad / Liquid Ad Plus ^{Host) Prod)} | 90 | 63 |

UAP)

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







Host)

Zusatzkosten: Hosting ohne Video + CPM 1.90 / Hosting mit Video + CPM 2.90

Prod)

Zusatzkosten Produktion: + CHF 410.-

CONTEXT TARGETING | Desktop

| | Format | CPM CHF Brut | CPM CHF net |
|---------|---|--------------|-------------|
| Premium |  Wideboard | 91 | 63.7 |
| |  Maxiboard | | |
| |  Billboard | | |
| |  Halfpage Ad | | |
| Basic |  Universal Ad Package ^{UAP)} | 65 | 45.5 |
| Special |  Sitebar / Liquid Ad / Liquid Ad Plus ^{Host) Prod)} | 117 | 81.9 |

UAP)

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


Host)

Zusatzkosten: Hosting ohne Video + CPM 1.90 / Hosting mit Video + CPM 2.90



Prod)


Zusatzkosten Produktion: + CHF 410.-

BRANDING DAY | Desktop

| Format | Laufzeit | Platzierung | Leistung: Pl Indikativ | Flatrate CHF brut | Flatrate CHF net |
|--|----------|-------------|------------------------|-------------------|------------------|
|  Branding Day | 1 Tag | Homepage | 2 000 | 7 000 | 4 900 |

mobile RUN OF SITE | Mobile



| | Format | CPM CHF Brut | CPM CHF net |
|---------|--|--------------|-------------|
| Premium |  Mobile Wideboard | 70 | 49 |
| |  Mobile Medium Rectangle | | |

| | Format | CPM CHF Brut | CPM CHF net |
|-------|--|--------------|-------------|
| Basic |  Mobile Banner | 50 | 35 |

ADVERTORIAL | Content

| Format | Laufzeit | Platzierung Teaser | Leistung Teaser: AI Indikativ | Flatrate CHF brut | Flatrate CHF net |
|---|----------|--------------------|----------------------------------|-------------------|------------------|
|  Teaser + Artikelseite | 1 Woche | Home DE | 10 000 | 7 000 | 4 900 |

NEWSLETTER | Sonderformate

| Format | Versand | Abonnenten | Flatrate CHF brut | Flatrate CHF net |
|--|--------------|------------|-------------------|------------------|
|  Newsletter Standalone Bild/Text | tbd | 130 000 | 7 000 | 4 900 |
|  Newsletter Bild/Text | 1x pro Monat | 130 000 | 3 000 | 2 100 |