















**RUN OF SITE | Desktop**

	Format	CPM CHF Brut	CPM CHF net
Premium	 Wideboard	30	21
	 Maxiboard		
	 Billboard		
	 Halfpage Ad		
Basic	 Universal Ad Package <sup>UAP)</sup>	15	10.5
Special	 Interstitial	80	56

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	 Wideboard	39	27.3
	 Maxiboard		
	 Billboard		
	 Halfpage Ad		
Basic	 Universal Ad Package <sup>UAP)</sup>	19.5	13.65
Special	 Interstitial	104	72.8





UAP)

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



### mobile RUN OF SITE | Mobile

	Format	CPM CHF Brut	CPM CHF net
Premium	 Mobile Wideboard	30	21
	 Mobile Medium Rectangle		
Basic	 Mobile Banner	15	10.5
Special	 Mobile Interstitial	80	56



### mobile CONTEXT TARGETING | Mobile

	Format	CPM CHF Brut	CPM CHF net
Premium	 Mobile Wideboard	39	27.3
	 Mobile Medium Rectangle		
Basic	 Mobile Banner	19.5	13.65
Special	 Mobile Interstitial	104	72.8

### video RUN OF SITE | Video

	Format	CPM CHF Brut	CPM CHF net
Special	 Pre Roll	70	49
	 In-Article Video	50	35

### video CONTEXT TARGETING | Video

	Format	CPM CHF Brut	CPM CHF net
Special	 Pre Roll	91	63.7
	 In-Article Video	65	45.5