











## RUN OF NETWORK | Desktop


	Format	CPM CHF Brut	CPM CHF net
Premium	 Wideboard	25	17.5
	 Maxiboard		
	 Billboard		
	 Halfpage Ad		
Basic	 Universal Ad Package <sup>UAP)</sup>	10	7
Special	 Layer	120	84

UAP)

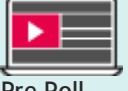

Kombination aus Leaderboard, Skyscraper & Medium Rectangle. Mindestens 2 Formate -eines davon zwingend das Medium Rectangle- sind anzuliefern.

## mobile RUN OF NETWORK | Mobile

	Format	CPM CHF Brut	CPM CHF net
Premium	 Mobile Wideboard	25	17.5
	 Mobile Medium Rectangle		

	Format	CPM CHF Brut	CPM CHF net
Basic	 Mobile Banner	10	7

video RUN OF NETWORK | Video

	Format	CPM CHF Brut	CPM CHF net
Special	 Pre Roll	60	42
	 In-Article Video	45	31.5