















TARIFE DIGITAL 2018

RUN OF SITE | Desktop

	Format	CPM CHF Brut	CPM CHF net
Premium	 Wideboard	30	21
	 Maxiboard		
	 Billboard		
	 Halfpage Ad		
Basic	 Universal Ad Package ^{UAP}	15	10.5

	Format	CPM CHF Brut	CPM CHF net
Special	 Video Header	80	56
	 Wideboard MAX	60	42
	 XL Wallpaper		
	 Wallpaper		
	 Skybridge		
	 Poster Ad		
	 Big Stage		
	 Sitebar / Liquid Ad / Liquid Ad Plus ^{Host) Prod)}		

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	39	27.3
	 Maxiboard		
	 Billboard		
	 Halfpage Ad		
Basic	 Universal Ad Package ^{UAP)}	19.5	13.65
Special	 Video Header	104	72.8
	 Wideboard MAX	78	54.6
	 XL Wallpaper		
	 Wallpaper		
	 Skybridge		
	 Poster Ad		
	 Big Stage		
	 Sitebar / Liquid Ad / Liquid Ad Plus ^{(Host) (Prod)}		

UAP)

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


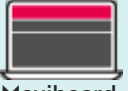










Host)

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

Prod)

Zusatzkosten Produktion: + CHF 410.-

SOCIODEMOGRAPHIC TARGETING | Desktop

	Format	CPM CHF Brut	CPM CHF net
Premium	 Wideboard	39	27.3
	 Maxiboard		
	 Billboard		
	 Halfpage Ad		
Basic	 Universal Ad Package ^{UAP)}	19.5	13.65
Special	 Video Header	104	72.8
	 Wideboard MAX	78	54.6
	 XL Wallpaper		
	 Wallpaper		
	 Skybridge		
	 Poster Ad		
	 Big Stage		
	 Sitebar / Liquid Ad / Liquid Ad Plus ^{Host) Prod)}		

UAP)

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


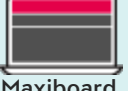



Host)


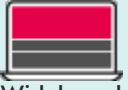






Zusatzkosten: Hosting ohne Video + CPM 1.90 / Hosting mit Video + CPM 2.90

Prod)

Zusatzkosten Produktion: + CHF 410.-

INTEREST TARGETING | Desktop

	Format	CPM CHF Brut	CPM CHF net
Premium	 Wideboard	39	27.3
	 Maxiboard		
	 Billboard		
	 Halfpage Ad		
Basic	 Universal Ad Package ^{UAP)}	19.5	13.65

	Format	CPM CHF Brut	CPM CHF net
Special	 Video Header	104	72.8
	 Wideboard MAX	78	54.6
	 XL Wallpaper		
	 Wallpaper		
	 Skybridge		
	 Poster Ad		
	 Big Stage		
	 Sitebar / Liquid Ad / Liquid Ad Plus ^{(Host) (Prod)}		

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 Multi Device	1 Tag	Homepage	2 000 000	75 600	52 920
 Branding Day Desktop	1 Tag	Homepage	1 200 000	56 400	39 480

PRIME DAY | Desktop

Format	Laufzeit	Platzierung	Leistung: AI Indikativ	Flatrate CHF brut	Flatrate CHF net
Wideboard + Mobile Wideboard	1 Tag	Homepage	2 000 000	55 200	38 640
Wideboard	1 Tag	Homepage	1 200 000	36 000	25 200
Halfpage Ad + Mobile Poster Ad	1 Tag	Homepage	1 800 000	48 300	33 810
Halfpage Ad	1 Tag	Homepage	850 000	25 500	17 850
Poster Ad	1 Tag	Homepage	850 000	34 000	23 800
Sitebar / Liquid Ad / Liquid Ad Plus ^(Host) Prod)	1 Tag	Homepage	850 000		





Host)

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

Prod)





Zusatzkosten Produktion: + CHF 410.-

mobile RUN OF SITE | Mobile





	Format	CPM CHF Brut	CPM CHF net
Premium	 Mobile Wideboard	30	21
	 Mobile Poster Ad		
	 Mobile Medium Rectangle		
Basic	 Mobile Banner	15	10.5

mobile CONTEXT TARGETING | Mobile




Format	CPM CHF Brut	CPM CHF net
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	Format	CPM CHF Brut	CPM CHF net
Premium	 Mobile Wideboard	39	27.3
	 Mobile Poster Ad		
	 Mobile Medium Rectangle		
Basic	 Mobile Banner	19.5	13.65

mobile SOCIODEMOGRAPHIC TARGETING | Mobile

	Format	CPM CHF Brut	CPM CHF net
Premium	 Mobile Wideboard	39	27.3
	 Mobile Poster Ad		
	 Mobile Medium Rectangle		
Basic	 Mobile Banner	19.5	13.65

mobile INTEREST TARGETING | Mobile

	Format	CPM CHF Brut	CPM CHF net
Premium	 Mobile Wideboard	39	27.3
	 Mobile Poster Ad		
	 Mobile Medium Rectangle		

	Format	CPM CHF Brut	CPM CHF net
Basic	 Mobile Banner	19.5	13.65



BRANDING DAY | Mobile

Format	Laufzeit	Platzierung	Leistung: PI Indikativ	Flatrate CHF brut	Flatrate CHF net
 Branding Day Multi Device	1 Tag	Homepage	2 000 000	75 600	52 920



PRIME DAY | Mobile

Format	Laufzeit	Platzierung	Leistung: AI Indikativ	Flatrate CHF brut	Flatrate CHF net
Wideboard + Mobile Wideboard	1 Tag	Homepage	2 000 000	55 200	38 640
Halfpage Ad + Mobile Poster Ad	1 Tag	Homepage	1 800 000	48 300	33 810



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

video SOCIODEMOGRAPHIC TARGETING | Video

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

video INTEREST TARGETING | Video

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

ADVERTORIAL | Content

Format	Laufzeit	Platzierung Teaser	Leistung Teaser: AI Indikativ	Flatrate CHF brut	Flatrate CHF net
 Teaser + Artikelseite	1 Woche	ROS	3 000 000	12 000	8 400