

















## RUN OF SITE | Desktop

	Format	CPM CHF Brut	CPM CHF net
Premium	 Wideboard	70	49
	 Maxiboard		
	 Billboard		
	 Halfpage Ad		
Basic	 Universal Ad Package <sup>UAP)</sup>	50	35
Special	 Layer	130	91
	 Wallpaper	90	63


UAP)  
Combination of leaderboard, skyscraper & medium rectangle. At 2 formats must be supplied, one of which must be medium rectangle.

## CONTEXT TARGETING | Desktop

	Format	CPM CHF Brut	CPM CHF net
Premium	 Wideboard	84	58.8
	 Maxiboard		
	 Billboard		
	 Halfpage Ad		
Basic	 Universal Ad Package <sup>UAP)</sup>	57	39.9
Special	 Layer	144	100.8
	 Wallpaper	104	72.8

UAP)  
Combination of leaderboard, skyscraper & medium rectangle. At 2 formats must be supplied, one of which must be medium rectangle.

## ADVERTORIAL | Content

Format	Duration	Teaser placement	Teaser output: AI Indicative	Flatrate CHF brut	Flatrate CHF net
 Teaser + article page	1 week	ROS	10 000	3 000	2 100