











RUN OF NETWORK | Desktop

| | Format | CPM CHF Brut | CPM CHF net |
|---------|---|--------------|-------------|
| Premium |  Wideboard | 70 | 49 |
| |  Maxiboard | | |
| |  Billboard | | |
| |  Halfpage Ad | | |
| Basic |  Universal Ad Package ^{UAP)} | 50 | 35 |
| Special |  Video Header | 130 | 91 |
| |  Monsterboard | 90 | 63 |
| |  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 700.- / jede weitere Sprache: +CHF 50.-



BRANDING DAY | Desktop

| Format | Laufzeit | Platzierung | Leistung: Pl Indikativ | Flatrate CHF brut | Flatrate CHF net |
|--|----------|-------------|------------------------|-------------------|------------------|
|  Branding Day | 1 Tag | Homepages | 70 000 | 12 000 | 8 400 |

mobile RUN OF NETWORK | Mobile

| | Format | CPM CHF Brut | CPM CHF net |
|---------|--|--------------|-------------|
| Premium |  Mobile Wideboard | 70 | 49 |
| |  Mobile Medium Rectangle | | |
| |  Mobile Poster Ad | | |
| Basic |  Mobile Banner | 50 | 35 |

video RUN OF NETWORK | Video

| | Format | CPM CHF Brut | CPM CHF net |
|---------|--|--------------|-------------|
| Special |  In-Article Video | 90 | 63 |
| |  In-Article Bumper (Video: max. 6 Sek.) | 75 | 52.5 |