















**RUN OF SITE | Desktop**

	Format	CPM CHF Brut	CPM CHF net
Premium	 Wideboard	90	63
	 Maxiboard		
	 Billboard		
	 Halfpage Ad		
Basic	 Universal Ad Package <sup>UAP)</sup>	55	38.5
Special	 Branding Ad + Halfpage Ad Multi Device	200	140

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	104	72.8
	 Maxiboard		
	 Billboard		
	 Halfpage Ad		
Basic	 Universal Ad Package <sup>UAP)</sup>	62	43.4
Special	 Branding Ad + Halfpage Ad Multi Device	260	182

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
	 Mobile Medium Rectangle	60	42
	 Mobile Wideboard	50	35
	 Mobile Banner Sticky	30	21