















**RUN OF SITE | Desktop**

	Format	CPM CHF Brut	CPM CHF net
Premium	 Wideboard	30	21
	 Maxiboard		
	 Billboard		
	 Halfpage Ad		
Basic	 Universal Ad Package <sup>UAP)</sup>	15	10.5
Special	 Interstitial	80	56

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	37	25.9
	 Maxiboard		
	 Billboard		
	 Halfpage Ad		
Basic	 Universal Ad Package <sup>UAP)</sup>	18.5	12.95
Special	 Interstitial	87	60.9






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
Premium	 Mobile Wideboard	30	21
	 Mobile Poster Ad		
	 Mobile Medium Rectangle		
Basic	 Mobile Banner	15	10.5
Special	 Mobile Interstitial	80	56





**mobile CONTEXT TARGETING | Mobile**

	Format	CPM CHF Brut	CPM CHF net
Premium	 Mobile Wideboard	37	25.9
	 Mobile Poster Ad		
	 Mobile Medium Rectangle		
Basic	 Mobile Banner	18.5	12.95
Special	 Mobile Interstitial	87	60.9

**video RUN OF SITE | Video**

	Format	CPM CHF Brut	CPM CHF net
Special	 Pre Roll	70	49
	 Pre Roll Bumper (Video: max. 6 Sek.)	50	35
	 In-Article Video		
	 In-Article Bumper (Video: max. 6 Sek.)	35	24.5

**video CONTEXT TARGETING | Video**

	Format	CPM CHF Brut	CPM CHF net
Special	 Pre Roll	77	53.9
	 Pre Roll Bumper (Video: max. 6 Sek.)	57	39.9
	 In-Article Video		
	 In-Article Bumper (Video: max. 6 Sek.)	42	29.4