











RUN OF NETWORK | Desktop

	Format	CPM CHF Brut	CPM CHF net
Premium	 Wideboard	25	17.5
	 Maxiboard		
	 Billboard		
	 Halfpage Ad		
Basic	 Universal Ad Package ^{UAP)}	10	7
Special	 Layer	70	49

UAP)

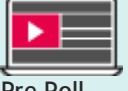
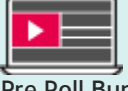


Kombination aus Leaderboard, Skyscraper & Medium Rectangle. Mindestens 2 Formate -eines davon zwingend das Medium Rectangle- sind anzuliefern.

mobile RUN OF NETWORK | Mobile

	Format	CPM CHF Brut	CPM CHF net
Premium	 Mobile Wideboard	25	17.5
	 Mobile Medium Rectangle		

	Format	CPM CHF Brut	CPM CHF net
Basic	 Mobile Banner	10	7

video RUN OF NETWORK | Video

	Format	CPM CHF Brut	CPM CHF net
Special	 Pre Roll	60	42
	 Pre Roll Bumper (Video: max. 6 Sek.)	45	31.5
	 In-Article Video		
	 In-Article Bumper (Video: max. 6 Sek.)	30	21