



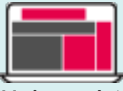
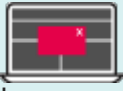




RUN OF NETWORK | Desktop



	Format	CPM CHF Brut	CPM CHF net
Premium	 Wideboard	25	17.5
	 Maxiboard		
	 Billboard		
	 Halfpage Ad <small>Multi Device)</small>		
Basic	 Universal Ad Package <small>UAP)</small>	10	7
Special	 Layer	70	49




Multi Device)

UAP)

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





mobile RUN OF NETWORK | Mobile

	Format	CPM CHF Brut	CPM CHF net
	 Mobile Halfpage Ad Premium <small>Prem) Multi Device)</small>	50	35
	 Mobile Poster Ad	35	24.5

Format	CPM CHF Brut	CPM CHF net
 Mobile Rectangle	25	17.5
 Mobile Wideboard	15	10.5
 Mobile Banner	10	7

Prem)
Multi Device)

video RUN OF NETWORK | Video

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