
















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

	Format	CPM CHF Brut	CPM CHF net
Special	 Video Header	80	56
	 Wideboard MAX	60	42
	 XL Wallpaper		
	 Wallpaper		
	 Skybridge		
	 Poster Ad		
	 Big Stage		
	 Sitebar / Liquid Ad / Liquid Ad Plus <sup>(Host) (Prod)</sup>		

**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.-

**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	 Video Header	87	60.9
	 Wideboard MAX	67	46.9
	 XL Wallpaper		
	 Wallpaper		
	 Skybridge		
	 Poster Ad		
	 Big Stage		
	 Sitebar / Liquid Ad / Liquid Ad Plus <sup>(Host) (Prod)</sup>		

UAP)

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


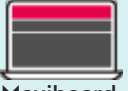










Host)

Zusatzkosten: Hosting ohne Video + CPM 1.90 / Hosting mit Video + CPM 2.90

Prod)

Zusatzkosten Produktion: + CHF 700.- / jede weitere Sprache: +CHF 50.-

## SOCIODEMOGRAPHIC 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	 Video Header	87	60.9
	 Wideboard MAX	67	46.9
	 XL Wallpaper		
	 Wallpaper		
	 Skybridge		
	 Poster Ad		
	 Big Stage		
	 Sitebar / Liquid Ad / Liquid Ad Plus <sup>Host) Prod)</sup>		

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.-

## INTEREST 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

	Format	CPM CHF Brut	CPM CHF net
Special	 Video Header	87	60.9
	 Wideboard MAX	67	46.9
	 XL Wallpaper		
	 Wallpaper		
	 Skybridge		
	 Poster Ad		
	 Big Stage		
	 Sitebar / Liquid Ad / Liquid Ad Plus <sup>(Host) (Prod)</sup>		

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 Multi Device	1 Tag	Homepage	2 000 000	75 600	52 920
 Branding Day Desktop	1 Tag	Homepage	1 200 000	56 400	39 480

## PRIME DAY | Desktop

Format	Laufzeit	Platzierung	Leistung: AI Indikativ	Flatrate CHF brut	Flatrate CHF net
Wideboard + Mobile Wideboard	1 Tag	Homepage	2 000 000	55 200	38 640
Wideboard	1 Tag	Homepage	1 200 000	36 000	25 200
Halfpage Ad + Mobile Poster Ad	1 Tag	Homepage	1 800 000	48 300	33 810
Halfpage Ad	1 Tag	Homepage	850 000	25 500	17 850
Poster Ad	1 Tag	Homepage	850 000	34 000	23 800
Sitebar / Liquid Ad / Liquid Ad Plus <sup>(Host) Prod)</sup>	1 Tag	Homepage	850 000		





Host)

Zusatzkosten: Hosting ohne Video + CPM 1.90 / Hosting mit Video + CPM 2.90

Prod)





Zusatzkosten Produktion: + CHF 700.- / jede weitere Sprache: +CHF 50.-

## 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

## mobile CONTEXT TARGETING | Mobile




Format	CPM CHF Brut	CPM CHF net
--------	--------------	-------------

	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


**mobile SOCIODEMOGRAPHIC 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

**mobile INTEREST TARGETING | Mobile**

	Format	CPM CHF Brut	CPM CHF net
Premium	 Mobile Wideboard	37	25.9
	 Mobile Poster Ad		
	 Mobile Medium Rectangle		



	Format	CPM CHF Brut	CPM CHF net
Basic	 Mobile Banner	18.5	12.95





### BRANDING DAY | Mobile

Format	Laufzeit	Platzierung	Leistung: Pl Indikativ	Flatrate CHF brut	Flatrate CHF net
 Branding Day Multi Device	1 Tag	Homepage	2 000 000	75 600	52 920





### PRIME DAY | Mobile

Format	Laufzeit	Platzierung	Leistung: AI Indikativ	Flatrate CHF brut	Flatrate CHF net
Wideboard + Mobile Wideboard	1 Tag	Homepage	2 000 000	55 200	38 640
Halfpage Ad + Mobile Poster Ad	1 Tag	Homepage	1 800 000	48 300	33 810

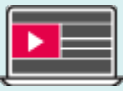
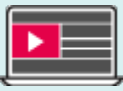


### video RUN OF SITE | Video

	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

video **SOCIODEMOGRAPHIC 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

video **INTEREST 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

## ADVERTORIAL | Content

Format	Laufzeit	Platzierung Teaser	Leistung Teaser: AI Indikativ	Flatrate CHF brut	Flatrate CHF net
 Teaser + Artikelseite	1 Woche	ROS	3 000 000	12 000	8 400