









**RUN OF SITE | Desktop**







|         | Format  | CPM CHF Brut | CPM CHF net |
|---------|---|--------------|-------------|
| Premium | <br>Wideboard  | 25           | 17.5        |
|         | <br>Maxiboard  |              |             |
|         | <br>Billboard   |              |             |
|         | <br>Halfpage Ad  |              |             |
| Basic   | <br>Universal Ad Package <sup>UAP)</sup>                           | 10           | 7           |
| Special | <br>Sitebar / Liquid Ad /<br>Liquid Ad Plus <sup>Host) Prod)</sup> | 40           | 28          |

**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 | <br>Wideboard  | 32           | 22.4        |
|         | <br>Maxiboard  |              |             |
|         | <br>Billboard  |              |             |
|         | <br>Halfpage Ad  |              |             |
| Basic   | <br>Universal Ad Package <sup>UAP)</sup>                           | 13.5         | 9.45        |
| Special | <br>Sitebar / Liquid Ad /<br>Liquid Ad Plus <sup>Host) Prod)</sup> | 47           | 32.9        |

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<br>Indikativ | Flatrate CHF<br>brut | Flatrate CHF<br>net |
|--|----------|-----------------------------|---------------------------|----------------------|---------------------|
| <br>Branding Day Desktop<br>National | 1 Tag    | Home tel.search.ch DE/FR/IT | 250 000                   | 11 250               | 7 875               |
| <br>Branding Day Desktop DE          | 1 Tag    | Home tel.search.ch DE       | 200 000                   | 9 000                | 6 300               |
| <br>Branding Day Desktop FR          | 1 Tag    | Home tel.search.ch FR       | 35 000                    | 2 100                | 1 470               |

## mobile RUN OF SITE | Mobile

|         | Format  | CPM CHF Brut | CPM CHF net |
|---------|---|--------------|-------------|
| Premium |  Mobile Wideboard        | 25           | 17.5        |
|         |  Mobile Medium Rectangle |              |             |
| Basic   |  Mobile Banner           | 10           | 7           |

**mobile CONTEXT TARGETING | Mobile**

|         | Format   | CPM CHF Brut | CPM CHF net |
|---------|--|--------------|-------------|
| Premium |  Mobile Wideboard         | 32           | 22.4        |
|         |  Mobile Medium Rectangle |              |             |
| Basic   |  Mobile Banner          | 13.5         | 9.45        |