

Werbeformate

Desktop	Grösse	Run of Site	Front / Channel
Leaderboard	728x90	35	45
Medium Rectangle	300x250	35	45
Wide Skyscraper	160x600	35	45
Maxiboard	994x118	45	55
Wideboard	994x250	45	55
Billboard	970x250	45	55
Halfpage Ad	300x600	50	60
Sitebar Ad	dynamisch	60	70
Videohead	Spezialformat	75	85
Videowall	Spezialformat	95	105

Mobile	Grösse	Run of Site	Front / Channel
Mobile Rectangle	300x250	40	50
Mobile Wideboard	320x160	40	50
Mobile Richie Ad	320x416	45	55
Mobile Halfpage Ad	300x600	50	60
Videohead	Spezialformat	75	85

Desktop & Mobile	Grösse	Run of Site	Front / Channel
Ad Bundle (Halfpage Ad, Wideboard und Rectangle)	300x600, 994x250, 300x250	45	55

Video	Grösse	Run of Site
Pre-Roll / Post-Roll	max. 30sek.	55
Video Outstream	max. 30sek.	45

Brand Day	Grösse	Front / Run of Site
Brand Day Desktop & Mobile	Spezialformat	auf Anfrage

Sponsored Content	Unique User	Front	Preis (Brutto)
Sponsored Content Basic	5'000*	5 Tage	7'500
Sponsored Content Regular	8'000 - 10'000*	7 Tage	10'000

Promotion	Page Views	Front	Preis (Brutto)
Promotion Basic (1 Artikel)	8'000 - 10'000*	8 Tage	10'000
Promotion Strong (2 Artikel)	16'000 - 20'000*	16 Tage	20'000

Paid Post	Teaser Impressions	Front	Preis (Brutto)
Paid Post Basic	1'000'000*	4 Tage	5'000
Paid Post Strong	1'500'000*	6 Tage	6'500

*indikativ

Rabatte & Konditionen

Rabattstufe	Rabatt
ab 10'000.-	5%
ab 15'000.-	7%
ab 20'000.-	10%
ab 30'000.-	15%
ab 50'000.-	20%
ab 75'000.-	30%
ab 100'000.-	40%

Spezialrabatte	Rabatt
Aus- und Weiterbildung	10%
Veranstaltungen	30%
NGO/NPO (ZEWO-Zertifiziert)	50%

Spezialrabatte	Rabatt
Erstbuchungsrabatt	20%