

## Werbeformate

Desktop	Grösse	Run of Site	Front / Channel
Leaderboard	728x90	30	40
Medium Rectangle	300x250	30	40
Wide Skyscraper	160x600	30	40
Wideboard	994x250	50	60
Halfpage Ad	300x600	50	60
Sitebar Ad	dynamisch	60	70
Videohead	Spezialformat	70	80
Imagehead	Spezialformat	70	80
Welcome Ad	Spezialformat	100	110

Mobile	Grösse	Run of Site	Front / Channel
Mobile Rectangle	300x250	40	50
Mobile Wideboard	320x160	40	50
Mobile Richie Ad	320x416	60	70
Mobile Halfpage Ad	300x600	60	70
Videohead	Spezialformat	70	80
Imagehead	Spezialformat	70	80
Welcome Ad	Spezialformat	100	110

Desktop & Mobile	Grösse	Run of Site	Front / Channel
Ad Bundle (Halfpage Ad, Wideboard und Rectangle)	300x600, 994x250, 300x250	50	60

Video	Grösse	Run of Site
Pre-Roll / Post-Roll	max. 30sek.	70

Brand Day	Grösse	Front / Run of Site
Brand Day Desktop & Mobile	Spezialformat	30'000

Content Advertising	Unique User	Front	Preis (Brutto)
Sponsored Content Basic	5'000*	5 Tage	8'000
Sponsored Content Strong	8'000*	7 Tage	10'000
Paid Post Basic	1'000'000*	5 Tage	5'000
Paid Post Strong	1'500'000*	7 Tage	7'000
Promotion Basic (1 Artikel)	8'000*	7 Tage	10'000
Promotion Strong (2 Artikel)	16'000*	14 Tage	18'000

Content Advertising Packages	Anzahl Artikel	Front	Preis (Brutto)
Sponsored Content Package Basic	4	20 Tage	25'000
Sponsored Content Package Strong	6	30 Tage	40'000
Paid Post Package Basic	4	20 Tage	15'000
Paid Post Package Strong	6	30 Tage	25'000
Promotion Package Basic	4	20 Tage	30'000
Promotion Package Strong	6	30 Tage	50'000

\*indikativ

## Rabatte & Konditionen

Rabattstufe	Rabatt
ab 5'000.-	10%
ab 10'000.-	20%
ab 20'000.-	30%

ab 50'000.-	40%
ab 100'000.-	50%

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

Spezialrabatte	Rabatt
Erstbuchungsrabatt	20%