

Digital: Advertising Formats & Rates



> Display Advertising



UAP
(Universal Ad Package)
(Medium Rectangle, Super Banner or Skyscraper)
RON TKP € 18,-
Controlled TKP € 24,-



Medium Rectangle
(300 x 250 px)
RON TKP € 25,-
Controlled TKP € 33,-



Sitebar / Halfpage AD
(scalable 1:2 300 x 600 px)
RON TKP € 39,-
Controlled TKP € 51,-

> Facts & Figures

12 VGN Portals
26 G+J EMS/SPIEGEL
ONLINE Portals

Total reach: 23,2%*
Visits: 18,9 Mio.**
Page Impressions: 95 Mio.**
Unique Clients: 2,9 Mio.**
Target group: 57% ABC1*
* ÖWA plus 2016-II
** Sources: ÖWA Basic QS 7-9 2016 + site statistic



Billboard*
(960 x 250 px)
RON TKP € 39,-
Controlled TKP € 51,-



T-Ad
(Billboard + Sitebar)*
(Billboard 960 x 250 px)
(Sitebar scalable 1:2)
Controlled TKP € 69,-



Super Banner
(728 x max. 90 px)
RON TKP € 15,-
Controlled TKP € 20,-

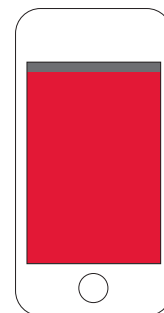
RON = Run Over Network (Frequency Cap: 3 per day or more)
*on selected portals; **excl. creation costs

> Mobile advertising



MMA Banner
(300 x 50 px, 30 kb)
RON € 30,-
Controlled € 60,-

Loading Screen
tv-media App bzw.
Splash Screen
(scalable 320 x 460 px, 30 kb)
Controlled € 60,-



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Contact:

International Sales Team,
Vienna / Representing partners see page 16

*Source: Basic Mobile QS 7-9 2015

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> Special Advertising Formats



Fishtank*
(960 x 900 px, plus hex-color)
Controlled TKP € 69,-



Videowall*
(Video behind content, max. 3 MB fullscreen)
Controlled TKP € 99,-



Fireplace*
(960 x 100 px, 160 x 600 px, plus hexadezimal code)
Controlled TKP € 69,-

in combination with



Billboard
(960 x 250 px)
Controlled TKP € 79,-



Fishtank
(960 x 900 px, plus hexadezimal code)
Controlled TKP € 99,-

Prices above are quoted as a rotation within 24 hours. It ends as soon as the number of page impressions is reached.
RON = Run Over Network (Frequency Cap: 3 per day or more) *on selected portals

> Newsletter

Advertorial teaser
CPM € 50,-



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