

Media Multiscreen

| | Umfeld | Run of Site | TKP Channel Kategorie 1* | Channel Kategorie 2* | Run of Network |
|--------------------------|--------|-------------|--------------------------------|-------------------------|-------------------|
| Billboard MCA 2:1 | 75 € | 55 € | 45 € | 35 € | 25 € |
| Double Sitebar MCA 2:1 | 85 € | 65 € | 55 € | 45 € | 35 € |
| Sitebar MCA 2:1 | 65 € | 45 € | 35 € | 25 € | 15 € |
| Halfpage Ad MCA 2:1 | 60 € | 40 € | 30 € | 20 € | 10 € |
| Skyscraper MCA 4:1 | 45 € | 30 € | 25 € | 20 € | 10 € |
| Medium Rectangle MMR | 40 € | 25 € | 20 € | 15 € | 5 € |
| Super Banner MCA 4:1 | 30 € | 15 € | 10 € | 5 € | 3 € |
| Ad Bundle MCA 4:1, MMF | 30 € | 15 € | 10 € | 5 € | 3 € |

*Channel Kategorie 1: Entscheider, High Income | Channel Kategorie 2: Premium Sports, Lifestyle

Media Desktop

| | Umfeld | Run of Site | TKP Channel Kategorie 1* | Channel Kategorie 2* | Run of Network |
|-------------------|--------|-------------|--------------------------------|-------------------------|-------------------|
| Billboard | 80 € | 60 € | 50 € | 40 € | 30 € |
| Double Sitebar | 90 € | 70 € | 60 € | 50 € | 40 € |
| Sitebar (Dynamic) | 70 € | 50 € | 40 € | 30 € | 20 € |
| Halfpage Ad | 65 € | 45 € | 35 € | 25 € | 15 € |
| Floor Ad | - | 70 € | 60 € | 50 € | 40 € |
| Outstream Ad | - | 70 € | - | - | - |
| Pre Roll Ad | - | 80 € | - | - | - |
| Skyscraper | 50 € | 35 € | 30 € | 25 € | 15 € |
| Medium Rectangle | 45 € | 30 € | 25 € | 20 € | 10 € |
| Super Banner | 35 € | 20 € | 15 € | 10 € | 8 € |
| Ad Bundle | 35 € | 20 € | 15 € | 10 € | 8 € |

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Media Mobile

| | Umfeld | Run of Site | TKP Channel Kategorie 1* | Channel Kategorie 2* | Run of Network |
|-------------------------|--------|-------------|--------------------------------|-------------------------|-------------------|
| Understitial | 80 € | 60 € | 50 € | 40 € | 30 € |
| Mobile Banner 2:1 | 70 € | 60 € | 50 € | 40 € | 30 € |
| Mobile Medium Rectangle | 60 € | 50 € | 40 € | 30 € | 20 € |
| Mobile Banner 4:1, 6:1 | 40 € | 30 € | 20 € | 15 € | 10 € |

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Zusatzleistungen

| | TKP-Aufpreis |
|-----------------|--------------|
| B2B Targeting | 40 € |
| Depot Targeting | 20 € |
| Geo-Targeting | kostenlos |

Exklusive Platzierungen

| | Festpreis | | | |
|---------------------|------------------------------------|----------------------|------------------------|------------------|
| | Homepage First Contact Multiscreen | Homepage Multiscreen | Homepage First Contact | Homepage Desktop |
| onvista* | 17.500 € | 15.000 € | 16.000 € | 14.000 € |
| comdirect Informer* | - | - | 9.000 € | 7.500 € |
| Bike-magazin.de** | - | - | - | 1.600 € |
| Tour-Magazin.de** | - | - | - | 1.600 € |
| Boote-magazin.de** | - | - | - | 2.500 € |
| Yacht.de** | - | - | - | 2.500 € |

*Festpreis pro Tag ** Festpreis pro Woche

E-Mail-Marketing

| onvista.de Standalone-Verteiler | TAP |
|---|-------|
| Verteiler Aktien, Fonds, Online-Banking | 90 € |
| Verteiler Optionsscheine, Zertifikate | 120 € |

| Cash.-Newsletter | Festpreis |
|--------------------|-----------|
| Top News Anzeige | 800 € |
| Super Banner | 750 € |
| Standalone Mailing | 2.750 € |

| Newsletter Yacht.de, Boote-Magazin.de, Tour-Magazin, MyBike Magazin | TAP |
|---|------|
| 1. Presenter | 75 € |
| 2. Presenter | 65 € |
| 3. Presenter | 55 € |

Rabattstaffel

| Volumen (Jahres-Buchungsvolumen brutto) | Rabatt |
|--|--------|
| ab 10.000 € | 5% |
| 25.000 € | 8% |
| 50.000 € | 10% |
| 75.000 € | 12% |
| 100.000 € | 14% |
| 125.000 € | 16% |
| 150.000 € | 18% |
| 175.000 € | 20% |