

## Media Multiscreen

	Section, Targeting	Run of Site	CPM		Run of Network
			Channel Category 1*	Channel Category 2*	
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 €
Leader Board   MCA 4:1	30 €	15 €	10 €	5 €	3 €
Ad Bundle   MCA 4:1, MMF	30 €	15 €	10 €	5 €	3 €

\*Channel category 1: Decision Makers, High Income    Channel Category 2: Premium Sports, Lifestyle

## Media Desktop

	Section, Targeting	Run of Site	CPM		Run of Network
			Channel Category 1*	Channel Category 2*	
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 €
Leader Board	35 €	20 €	15 €	10 €	8 €
Ad Bundle	35 €	20 €	15 €	10 €	8 €

\*Channel category 1: Decision Makers, High Income    Channel Category 2: Premium Sports, Lifestyle

## Media Mobile

	Section, Targeting	Run of Site	TKP		Run of Network
			Channel Category 1*	Channel Category 2*	
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 €

\*Channel category 1: Decision Makers, High Income    Channel Category 2: Premium Sports, Lifestyle

## Special Targetings

	additional CPM
B2B Targeting	40 €
Depot Targeting	20 €
Geo-Targeting	free

## Exclusive Placements

	Fixed Price			
	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 €

\*fixed price per day    \*\*fixed price per week

## E-Mail-Marketing

onvista.de Standalone-Distributor	CPS*
shares, funds, online banking	90 €
warrants, certificates	120 €

Cash.-Newsletter	Fixed Price
Top News Anzeige	800 €
Leader Board	750 €
Standalone Mailing	2.750 €

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

\* Cost-per-thousand-subscriber

## Rabattstaffel

Volumen (annual gross booking volume)	Discount
from 10.000 €	5%
25.000 €	8%
50.000 €	10%
75.000 €	12%
100.000 €	14%
125.000 €	16%
150.000 €	18%
175.000 €	20%