



ATV prices

	Spot length / Fade-in time	Gross CPM in €	
		Run of Network	Run of Channel
ATV Spot ¹			
	10", 15", 20"	100	110
	30"	150	160

¹ The following options incur CPM surcharges on the base price for the ATV Spot: Exclusion of "Tablet+Mobile" + €10 and booking option "Linear Only" + €10.

Switch In				
	Switch in XXL	10"	70	80
	Switch In XXL Extended	15"	95	105
	Switch In Zoom	10"	95	105
	Switch In Masthead ²	10"	Daily fixed price	-
	Switch In Bumper	6"	75	85
	Switch In Spot	10"	100	110

² The Switch In Masthead can only be booked "Run of Network", without further TG restrictions.

Dynamic Creative Ad ³				
	Switch In XXL DCA	10"	80	-
	Switch In Spot DCA	10"	110	-
	ATV Spot DCA ⁴	20"	110	-

³ Geo-targeting surcharge is already included in the CPM

⁴ Layout currently still HbbTV only

				Gross CPM in €	
TV Add On ⁵					
	Spot Overlay (Video)	-		25	
	Spot Frame ⁶	-		15	
	Spot Overlay (Display) ⁶	-		15	
	Add on to TV framesplit/cut in ⁶	-		15	
	Sponsor-Switch In ⁷	10"		80	

⁵ For TV add-ons, there are no additional costs for targeting or dynamic motif control based on situational data, these are included in the price; exception: sponsor switch-in, please see section 7.

⁶ Can also be booked with interaction options, e.g. as a shopping ad.

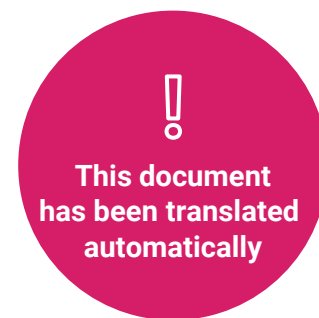
⁷ Sponsor-Switch In can only be booked exclusively in combination with or in addition to a sponsorship on linear TV without targeting.

Notes:

- Unless otherwise indicated, the aforementioned prices for ATV advertising formats are gross prices without consideration of any selected targeting or additional services or other specifications.
- Any surcharges and additional costs incurred are always in addition to the prices listed above.
- Individualised inventory compilations on request.



General booking conditions



- All prices in euros and subject to price adjustments during the year. Subject to changes and errors.
- The minimum booking volume for
 - ATV: 15,000 € net invoice amount (national campaigns)
7,500 € net invoice amount (regional campaigns)
 - Digital: 7,500 € net invoice amount
 - xMedia: 15,000 net invoice amount (national campaigns)
7,500 € net invoice amount (regional campaigns)
- Not all forms of advertising can be booked on all channels or in all environments in all price categories.
- Not all formats can be booked on all sites or in all price categories.
- Multiscreen and run of channel bookings: Delivery subject to availability - no entitlement to delivery on certain inventories.
- For add-on forms of advertising, separate general conditions apply that deviate from the aforementioned booking conditions.
- You can find the GTCs at www.ad-alliance.de/agb

Terms of payment:

Invoice due within 10 days of invoice date.

Within this period, a 2% discount will be granted, unless, there are still older claims.



The General Terms and Conditions of Ad Alliance GmbH apply, available at www.ad-alliance.de/agb.

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