



ATV Prices 2025

	Spot Length/Fad in Time	Gross CPM in €		
		Run of Network	Run of Channel	Run of Broadcast
ATV Spot ¹				
	10", 15", 20"	100	110	120
	30"	140	150	160

¹ Within the "Run of Channel" price category for the ATV spot, options such as "Linear only", Run of Sport" or "NFL Channel" are available.

Switch In					
	Switch in XXL	10"	70	-	-
	Switch In Zoom	10"	80	-	-
	Switch In Masthead ²	10"	daily fixed price	-	-
	Switch In Bumper	6"	75	-	-
	Switch In Spot	10"	100	-	-

² Switch In Masthead is only available as „Run of Network“, without any additional audience restrictions.

Dynamic Creative Ad ³					
	Dynamic Ad (Switch In XXL)	10"	80	-	-
	Dynamic Ad (Switch In Spot)	10"	110	-	-

³ Geo-Targeting surcharge is already included in the CPM.

Retail Media ³					
	Retail Ad (Switch in XXL)	10"	90	-	-
	Retail Ad (Switch in Spot)	10"	120	-	-

³ Geo-Targeting surcharge is already included in the CPM.

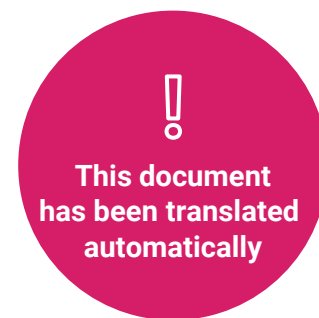


Notes:

- Unless otherwise indicated, the above-mentioned prices for ATV advertising formats are gross prices, excluding any selected targeting options, additional services, or other specifications.
- Any applicable surcharges and additional costs are always understood to be additive to the prices listed above.
- Customized inventory compilations available upon 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.

Ad Alliance GmbH acts as a service provider for the marketers Media Impact GmbH & Co. KG and BAUER ADVANCE KG: For Media Impact, Ad Alliance GmbH acts in the name and for the account of Media Impact GmbH & Co, for BAUER ADVANCE in the name and for the account of BAUER ADVANCE KG.

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