



ATV-Targeting

		Gross CPM surcharges in €
Profile-based targeting		
Socio-demographics / interest		+10
Smart Group / Behaviour Group		+15
Custom Targeting		On request
Environment-affine target group approach (via AGF/GfK panel) ¹		
Socio-demographics		+10
Sequential Targeting		
TV advert > ATV	Reminder / Incremental	+10
TV advert > ATV	Frequency	+15
Cross Device ²	Reminder / Incremental	+20
Technical targeting		
Geo	State, city, postcode area ^{3,4}	+5
Geo	Geo-based target group segments ⁵	+10

¹ Only bookable in RoN.

² The surcharges on specifications for cross-device listed here apply exclusively to a cross-genre extension from digital advertising media to ATV, advertising media in the direction of ATV. Specifications and prices for a cross-genre extension from (A)TV to digital can be found in the "Digital Ratecard 2024" (<https://www.ad-alliance.de/cms/portfolio/digital/preise.html>)

³ With the Switch In Masthead, geo-targeting is only possible after consultation and only at federal state level.

⁴ With ATV Spot, localised playlist of motifs can only be booked in combination with "socio-demographics" or the use of a theme channel.

⁵ Geo-based target groups via service providers such as AZ Direct (e.g. milieus, KBA data).

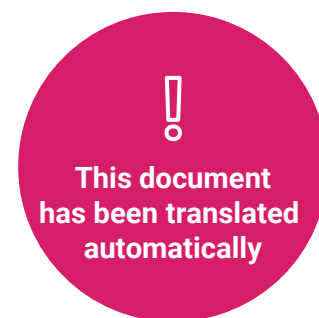


Notes:

- The targeting surcharges listed above are additive to the ATV prices.
- The mark-up within a thematic targeting category (e.g. profile-based targeting) is calculated according to the targeting type with the higher mark-up. Surcharges from different targeting categories are added together.
- The combination of several targeting categories leads to a reduction in campaign reach. We recommend not combining more than two criteria in total.



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 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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