









# Online video prices

## Standard advertising formats

		Gross CPM in €			
		Run of Network	Run of Channel	Run of Streaming TV	Run of Site
<b>In-Stream &amp; Out-Stream</b>					
Spot Bundle		35	50	-	-
Bumper Ad (Spot Bundle)		25	40	-	-
<b>In-Stream</b>					
Pre- UND Mid-Roll		50	65	80	90
Pre- OR Mid-Roll		55	70	85	95
CTV Spot (Pre- UND Mid-Roll)		-	-	100	110
Bumper Ad (Pre- AND Mid-Roll) <sup>1</sup>		40	55	-	80
Content-Roll (Pre-Roll) <sup>1</sup>		45	60	-	85
<b>Out-Stream</b>					
In-Text Video		30	45	-	70
Bumper Ad (In-Text Video)		20	35	-	60

<sup>1</sup> Advertising formats are not available on CTV



[Combine online video with ATV](#)  
[more details here](#)



**Notes:**

- Prices always refer to the multiscreen price - playout on all technically available devices (CTV, desktop, tablet, mobile). Optional: Customised combination of devices + €10, CTV exclusion: free of charge
- The above prices apply up to a spot length of 30" seconds (exception: bumper ad up to 9"). There is a gross CPM surcharge of €5 for every 5 seconds of additional advert length.
- Individualised inventory compilations on request.
- Delivery subject to availability - no entitlement to delivery on specific devices or inventories within multiscreen, bundle or channel bookings.



# 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](http://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](http://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.

The respective General Terms and Conditions of the company concerned apply, available at: [www.mediaimpact.de/de/agb](http://www.mediaimpact.de/de/agb) or [www.baueradvance.com/agb/](http://www.baueradvance.com/agb/), unless otherwise labelled.