






Online video prices 2025

Standard advertising formats

	Gross CPM in €				
	Run of Gaming	Run of Network	Run of Channel ²	Run of Streaming TV	Run of Site
In-Stream³					
Pre- UND Mid-Roll	40	50	65	80	90
Pre- OR Mid-Roll	45	55	70	85	95
CTV Spot (Pre- UND Mid-Roll) 	-	-	-	100	110
Bumper Ad (Pre- AND Mid-Roll) ¹ 	-	40	55	-	80
Content-Roll (Pre-Roll) ¹	-	45	60	-	85
Content-Roll (Pre-Roll Spot Bundle) ¹	-	50	65	-	-
Out-Stream					
In-Text Video 	-	25	40	-	65
Bumper Ad (In-Text Video)	-	20	35	-	60

¹ Advertising formats are not available on CTV
² For example: Ad Alliance Originals, In-Stream Video
³ In-Stream includes the IAB video.plcmnt categories 'InStream' and 'Interstitial'. The content roll falls under the IAB video.plcmnt category 'accompanying content'.



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

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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