







Display prices 2025

Standard advertising formats

	Gross CPM in €		
	Run of Network	Run of Channel	Run of Site
Multiscreen			
Sticky Sitebar + MCA 1:1 ¹	40	65	80
Wallpaper + MCA 1:1 ¹	40	65	80
Billboard + MCA 1:1 ¹	40	65	80
Halfpage Ad + Mobile Medium Rectangle ¹ 	30	55	65
Sticky Skyscraper + Mobile Medium Rectangle ¹	30	50	65
Medium Rectangle	30	45	60
Ad Bundle + MMR	20	25	40

 Multiscreen: Delivery between stationary and mobile is subject to availability. There is no entitlement to delivery on certain devices or inventories.

Mobile			
Mobile Interscroller	40	65	80
MCA 1:1	35	60	75
Mobile Interstitial 	40	65	80
Mobile Understitial	40	65	80
Mobile Medium Rectangle	25	40	55
Mobile Halfpage Ad	45	64	80
MCA 2:1	25	40	55
Sticky MCA 2:1	45	65	80
MCA 4:1/6:1	15	20	35

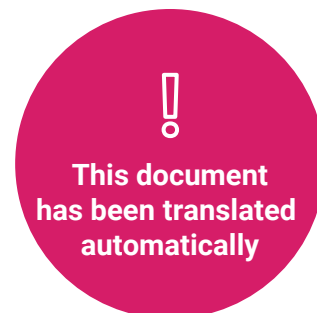
Desktop			
Fireplace ²	80	95	110
Sticky Sitebar	60	85	100
Wallpaper 	55	80	95
Billboard	55	80	95
Halfpage Ad	45	70	85
Sticky Skyscraper	40	65	80
Medium Rectangle	40	55	70
Superbanner	30	40	55
Ad Bundle	25	30	45

¹ Can also be booked with smaller mobile formats at the same price
² advertising formats are not available on the tablet

 **Note:**
 ▪ 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.

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 or www.baueradvance.com/agb/, unless otherwise labelled.