



xMedia prices 2025

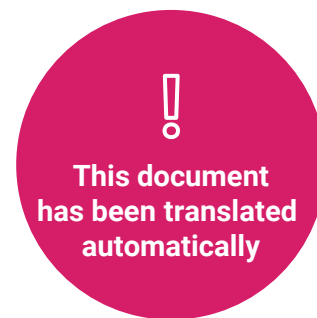
		Spot length/ fade-in time	Focus-Genus ²	Gross CPM in € Run of Network
ATV & In-Stream				
BigScreen Spot		10", 15", 20"	-	100
		30"	-	120
xMedia Frame		10"	-	75
ATV & In-Stream & Out-Stream¹				
xMedia Spot		10", 15", 20"	ATV	75
			OLV	63
		30"	ATV	99
			OLV	79
xMedia Bumper		6"	ATV	57
			OLV	48

¹CPM surcharges on the base price apply for the following options: Out-Stream* generic exclusion +€10, Mobile exclusion +€10, CTV exclusion: free of charge
² The focus genre (addressable TV vs. online video) predominates in playlist

- Notes:**
- Prices always refer to the multiscreen price - playlist on all technically available devices (ATV, CTV, desktop, tablet, mobile).
 - Delivery subject to availability - no entitlement to delivery on specific devices or inventories
 - 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.

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