



# xMedia Targeting 2025

	Gross CPM surcharges in €
<b>Profile-based targeting</b>	
Socio-demographics / interest	+10
Smart Group / Behaviour Group	+15
Custom Targeting	On request

<b>Sequential targeting</b>	
Cross Device    Reminder / Incremental	+20
Cross Device <sup>1</sup> Frequency	+25

<b>Technical targeting</b>	
Geo   State, city, postcode area	+5

<sup>1</sup>The surcharges and specifications for cross-device listed here apply exclusively to a cross-genre extension from linear TV in the direction of xMedia. in the direction of xMedia.

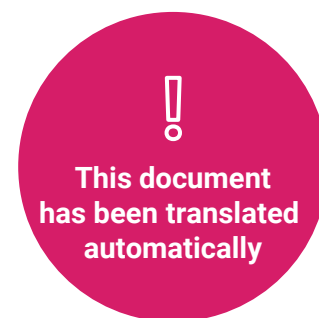


**Notes:**

- Surcharges are subject to price adjustments during the year.
- 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 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.