













# Pricing and additional benefits

# Pricing

Booking options and prices from 1 October 2017 (CPM in Euro)

ADVERTISING MEDIA	DEVICE	ENVIRONMENT	PREMIUM		REACH
			RUN OFSITE	CHANNEL	RUN OFNETWORK
Pre Roll / muted Pre Roll		90	85	80	60
Bumper Ad		50	40	35	30
Outstream Ad		80	75	70	40
Billboard / MCA 2:1		90	85	80	60
Halfpage Ad					
Sitebar					
Understitial					
SwitchIn Ad		85	80	75	70
MediumRectangle		60	55	50	30
Ad Bundle (Superbanner, Skyscraper, MediumRectangle, MCA 6:1)		50	45	40	20
Skyscraper		40	35	30	10
Superbanner / MCA 4:1					

# Pricing

Booking options and prices from 1 October 2017 (CPM in Euro)

## ADDITIONAL SERVICES

Creation of ads

## PRICE

Upon request

Creation of landing pages for all devices

Upon request

## TARGETING

## SURCHARGE PER CRITERIA ON RATECARD CPM

Contextual Targeting

Targeting on real data, keyword Targeting

Predictive Behavioural Targeting, 1st Party Targeting, Technical Targeting  
(i.e. geo and browser targeting), weather Targeting

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Exclusion of devices for multi-screen bookings  
(surcharge per excluded device)

Exclusion of single websites / apps from rotations  
(surcharge per Website / App)

Prices are in Euro plus VAT. BurdaForward Advertising reserves the right to make price adjustments.

Find more information on current and fixed prices, terms and conditions and advertising media:  
<https://www.burda-forward.de/advertising/preise-werbeformen/>

Our minimum booking amount is 4.000€ net per insertion order.