














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
Shortclip Ad (max. 10 sec) cost per completed view		90	85	80	60
Shortclip Ad Plus (max. 15 sec)		100	95	90	70
Outstream Ad		80	75	70	40
Billboard / MCA 2:1		90	85	80	60
Halfpage Ad					
Sitebar					
Understitial		85	80	75	70
SwitchIn Ad					
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					

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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.