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HiMedia Deutschland AG

Rate Card 2021

Price Categories

Desktop | Mobile | Video | Native

PREIS-KATEGORIE (Rotation)	ROS	ROC (Subkategorie)	ROMC (Hauptkategorie)	RON
Websites / Verticals	All Websites and Apps (Desktop / Mobile / Video)	Gaming	Enter-tainment	Network
		Movie & TV		
		Music & Urban Lifestyle		
		Football	Sport	
		Golf		
		Automotive		
		Men		
		Millennials		
		Technology		
		Travel		

Advertising Formats

Desktop | Mobile | Video | Native

DESKTOP & MOBILE DISPLAY ADS				ROS	ROC	ROMC	RON
Super Banner / (Wide) Skyscraper	√	√		30 €	25 €	20 €	15 €
Mobile Content Ad (2:1/3:1/4:1/6:1)			√	30 €	25 €	20 €	15 €
Ad Bundle	√	√	√	30 €	25 €	20 €	15 €
(Mobile) Medium Rectangle	√	√	√	40 €	30 €	25 €	20 €
(Mobile) Half Page Ad	√	√	√	60 €	40 €	35 €	30 €
Wallpaper	√	√		60 €	40 €	35 €	30 €
Sitebar Ad / Billboard Ad	√	√		65 €	45 €	40 €	35 €
Mobile Interstitial			√	70 €	60 €	50 €	35 €
(Mobile) Understitial / Interscroller	√	√	√	75 €	55 €	50 €	45 €
Video Understitial / Interscroller			√	85 €	65 €	60 €	55 €
Fireplace	√	√		80 €	60 €	55 €	50 €
Video Takeover	√	√		Price upon request			

Advertising Formats

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DESKTOP & MOBILE DISPLAY ADS				ROS	ROC	ROMC	RON
Slideshow / Prospect Ad	√	√	√	Price upon request			
Static Wallpaper (WeTransfer.com)	√			Price upon request			
Dynamic Wallpaper (WeTransfer.com)	√			Price upon request			
Video Wallpaper (WeTransfer.com)	√			Price upon request			
Interactive Wallpaper (WeTransfer.com)	√			Price upon request			
Custom Wallpaper (WeTransfer.com)	√			Price upon request			
Advertorial / Brand Story	√	√	√	Price upon request			
Native Teaser	√	√	√	Price upon request			

Advertising Formats

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DIGITAL VIDEO ADS				ROS	ROC	ROMC	RON
(Mobile) Rewarded Video Ad	√	√	√	90 €	70 €	65 €	60 €
(Mobile) Pre-Roll (up to 30 sec.)	√	√	√	100 €	80 €	75 €	70 €
(Mobile) In-Text Roll (up to 20 sec.)	√	√	√	65 €	45 €	40 €	35 €
Vertical Video			√	85 €	65 €	60 €	55 €

Basic Information

Additional Charge / Additional Service	Price
Desktop only (Multiscreen-Formats)	+10 €
Geo / Time / User / Technical Targeting	Upon request
Development, production and creation of standard and special advertising formats (display ads)	Upon request
Production and creation of landing pages	Upon request

- Advertising formats cannot always be booked for all websites and booking units.
- Minimum booking volume is EUR 1,500.
- All prices are based on CPM and exclusive of statutory VAT; agency commission 15%.
- Subject to change without notice; errors and omissions excepted. For terms and conditions, please visit **www.himedia.de**.

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Thank You

We will be glad to make you an individual offer.

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