

HIMEDIA DEUTSCHLAND AG

RATE CARD 2019

PRICE CATEGORIES

DESKTOP | MOBILE | VIDEO

PRICE CATEGORY	A	B	C	D
ROTATION	ROS	ROC (Category)	ROMC (Main Category)	RON
Websites / Verticals	All Websites / Apps (Desktop / Mobile / Video)	Movie & TV	Entertainment	Network
		Music & Urban Lifestyle		
		Automotive		
		Men		
		Millennials		
		Technology		
		Travel		
		Sport		
		Football		
		Golf		

ADVERTISING FORMATS

DESKTOP | MOBILE | VIDEO

DESKTOP & MOBILE DISPLAY ADS				A	B	C	D
Super Banner / (Wide) Skyscraper	✓	✓		30 €	20 €	15 €	10 €
Mobile Content Ad (2:1/3:1/4:1/6:1)			✓	30 €	20 €	15 €	10 €
Ad Bundle	✓	✓	✓	30 €	20 €	15 €	10 €
(Mobile) Medium Rectangle	✓	✓	✓	40 €	25 €	20 €	15 €
(Mobile) Half Page Ad	✓	✓	✓	60 €	40 €	35 €	30 €
Wallpaper	✓	✓		60 €	40 €	35 €	30 €
Sitebar Ad / Billboard Ad	✓	✓		65 €	45 €	40 €	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				A	B	C	D
Slideshow / Prospect Ad	✓	✓	✓			price upon request	
Static Wallpaper*	✓					price upon request	
Dynamic Wallpaper*	✓					price upon request	
Video Wallpaper*	✓					price upon request	
Interactive Wallpaper*	✓					price upon request	
Custom Wallpaper*	✓					price upon request	
Advertorial / Brand Story	✓	✓	✓			price upon request	
Newsletter	✓	✓	✓			price upon request	

ADVERTISING FORMATS

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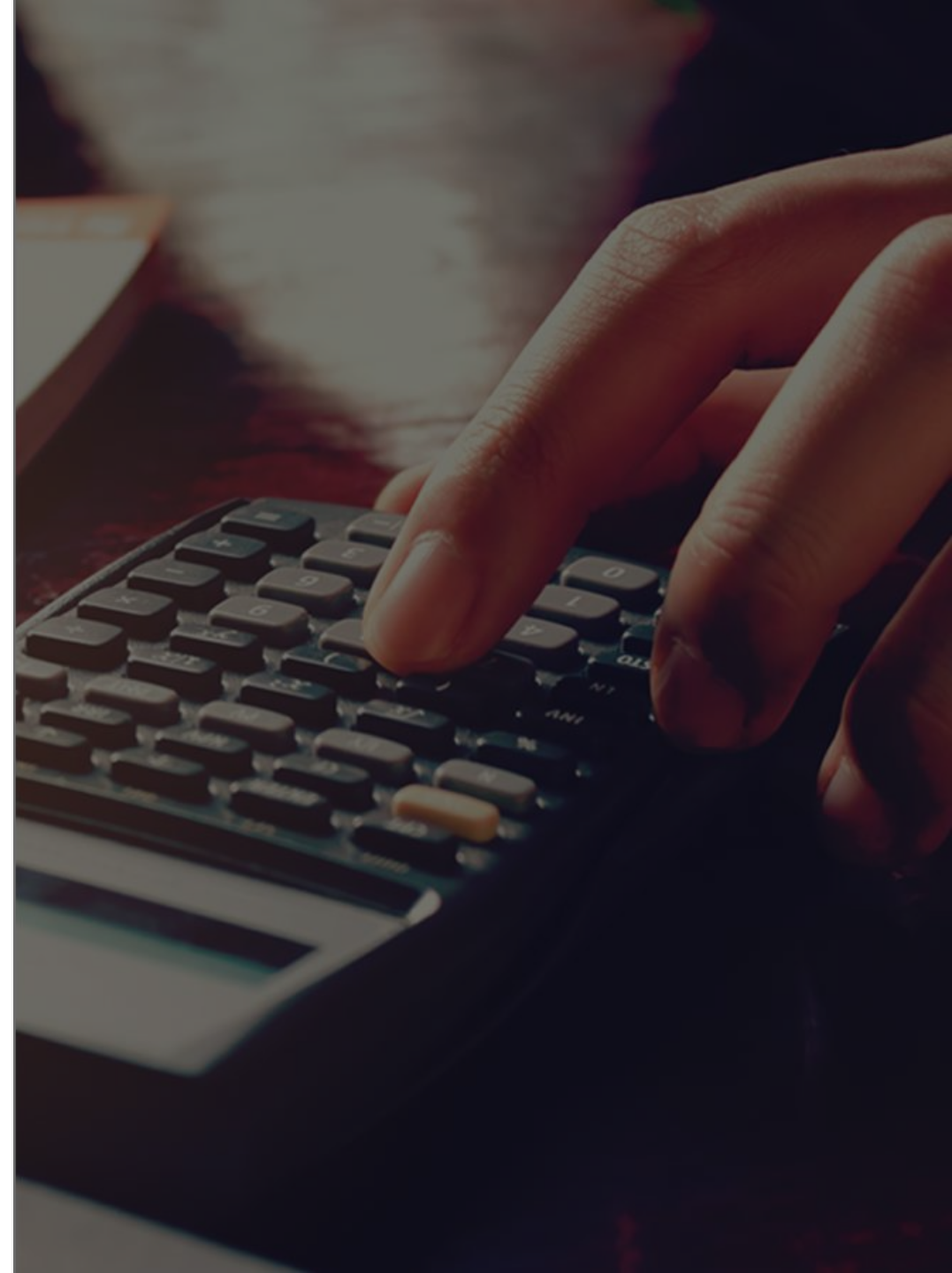
DIGITAL VIDEO ADS				A	B	C	D
(Mobile) Pre-Roll (up to 20 sec)	✓	✓	✓	90 €	70 €	65 €	60 €
(Mobile) Pre-Roll (up to 30 sec)	✓	✓	✓	100 €	80 €	75 €	70 €
(Mobile) In-Text Roll (up to 20 sec)	✓	✓	✓	65 €	45 €	40 €	35 €
Vertical Video			✓	85 €	65 €	60 €	55 €
Slideshow In-Text Roll (up to 20 sec)	✓	✓	✓	price upon request			

BASIC INFORMATION

DESKTOP | MOBILE | VIDEO

ADDITIONAL CHARGE	PRICE
Desktop only (multiscreen formats)	+10 €
TARGETING	PRICE
Geo / Time / User / Technical Targeting	upon request
ADDITIONAL SERVICE	PRICE
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



WE WILL BE GLAD TO MAKE
YOU AN INDIVIDUAL OFFER!

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