

LEAGUE-M			
CUSTOM STREAMING		CPM - Gross	Days
Horizon Streaming Unit extended	:5" - :15" max. :30" Video - 970x365 – (Desktop + Tablet)	70,00 €	
Horizon Streaming Unit extended - Interactive	:5" - :15" max. :30" Video - 970x365 – (Desktop + Tablet)	80,00 €	
Horizon Streaming Unit	:5" - :15" max. :30" Video - 970x250 – (Desktop + Tablet)	60,00 €	
Horizon Streaming Unit - Interactive	:5" - :15" max. :30" Video - 970x250 – (Desktop + Tablet)	70,00 €	
Vertical Social Streaming Unit	:5" - :15" max. :30" Video - 300x600 – (Desktop + Tablet + Mobile)	55,00 €	

LIVAD - Live Stream Creator Sponsorships			
CUSTOM STREAMING		CPM - Gross	Days
RICH MEDIA - In-Stream Unit	1920x1080 – (Desktop + Tablet - Duration 6" - 30") + Sponsor Message (max. 150 Zeichen) + Streamer Script (max. 500 Zeichen)	230,00 €	
SIDE BAR - In-Stream Unit	300x1080 – (Desktop + Tablet - Duration 6" - 15") + Sponsor Message (max. 150 Zeichen) + Streamer Script (max. 500 Zeichen)	180,00 €	
SNIFE - In-Stream Unit	1920x250 – (Desktop + Tablet - Duration 6" - 15") + Sponsor Message (max. 150 Zeichen) + Streamer Script (max. 500 Zeichen)	180,00 €	
POLL - In-Stream Unit	Frage: max. 60 Zeichen + max. 5 Antworten a 25 Zeichen (Desktop + Tablet - Duration 60") + Streamer Script (max. 500 Zeichen)	390,00 €	
VIDEO - In-Stream Unit	640x360 – (Desktop + Tablet - Duration 6" - 30") + Sponsor Message (max. 150 Zeichen) + Streamer Script (max. 500 Zeichen)	210,00 €	

FANDOM - Global Platform for Fans			
HIGH IMPACT - SPECIAL PLACEMENT		CPM - Gross	Days
Cross-Platform Takeover - Video (Day-Boost)	1600x400, 1600x160, (300x600), 640x360, 640x213, (320x100) + :5" - :15" max. :30" Video	102,00 €	1 Day
Cross-Platform Takeover - Static (Day-Boost)	1600x400, 1600x160, (300x600), 640x360, 640x213, (320x100)	78,00 €	1 Day

HIGH-IMPACT DISPLAY + VIDEO		CPM - Gross	Days
Cross-Platform Takeover - Video (autoplay / click2play)	1600x400, 1600x160, (300x600), 640x360, 640x213, (320x100) + :5" - :15" max. :30" Video	85,00 €	
Cross-Platform Takeover - Marquee (animated)	1600x400, 1600x160, (300x600), 640x360, 640x213, (320x100)	85,00 €	
Cross-Platform Takeover - Static	1600x400, 1600x160, (300x600), 640x360, 640x213, (320x100)	65,00 €	
Fandom Video - Pre-Roll	:5" - :15" max. :30" Video - 1.920 x 1.080 (Ratio 16:9)	110,00 €	
Mobile Interscroller	320x480	50,00 €	
Mobile Adhesion	320x100	45,00 €	

STANDARD DISPLAY		CPM - Gross	Days
Super Billboard	970x365 – (Desktop + Tablet)	50,00 €	
Billboard	970x250 – (Desktop + Tablet)	40,00 €	
Halfpage Ad	300x600 – (Desktop + Tablet)	40,00 €	
Leaderboard	728x90 – (Desktop + Tablet)	30,00 €	
Sky	160x600 – (Desktop + Tablet)	30,00 €	
MPU	300x250 – (Desktop + Tablet)	30,00 €	
Mobile HPA	300x600 – (Mobile)	40,00 €	
Mobile MPU	300x250 – (Mobile)	30,00 €	

FANBYTE			
HIGH IMPACT DISPLAY + VIDEO		CPM - Gross	Days
Takeover (Video / Static)	Includes 2 units (1920x900 skin + 970x250 optional :5" - :15" max. :30" Video)	75,00 €	
Skin only	1920x900 skin	65,00 €	
Marquee (Video / Static)	Desktop: 2000x625 + (:5" - :15" max. :30" Video - Ratio 16:9 (max size: 512x288)) / Mobile: 500x150	85,00 €	
Marquee - Flexible (Video / Static)	Desktop: 2000x625 (collapsed 2000x300) + (:5" - :15" max. :30" Video - Ratio 16:9 (max size: 512x288)) / Mobile: 500x150 (collapsed 500x75)	85,00 €	
Video Pre-Roll	:5" - :15" max. :30" Video - 1.920 x 1.080 (Ratio 16:9)	95,00 €	

STANDARD DISPLAY		CPM - Gross	Days
Billboard	970x250	35,00 €	
Super Leaderboard	970x90	25,00 €	
Leaderboard	728x90	25,00 €	
Halfpage Ad	300x600	35,00 €	
Sky	160x600	25,00 €	
MPU	300x250	25,00 €	
Mobile MPU	300x250	25,00 €	
Mobile Adhesion	320x50	25,00 €	

VIDEO			
ANYCLIP		CPM - Gross	Days
Video Pre-Roll / Mid-Roll	:5" - :15" max. :30" Video - 1.920 x 1.080 (Ratio 16:9)	95,00 €	
VLYBY		CPM - Gross	Days
Video Pre-Roll / Outstream	:5" - :15" max. :30" Video - 1.920 x 1.080 (Ratio 16:9)	65,00 €	

IN-GAME			
IN-PLAY		CPM - Gross Mobile	CPM - Gross PC/Console
Blended Image Mobile Bundle	3:2 (480x320) + 2:3 (320x480) + 6:5 (300x250) Pixel -> weitere Formate siehe *	35,00 €	
Blended Video Mobile Bundle	960x540, 300x250, 300x600, 970x250 Pixel :5" - :15" max. :30" Video - 640 x 360 (Ratio 16:9 oder 3:2 und 2:3)	55,00 €	
Blended Image PC / Console Bundle	3:2 (480x320) + 2:3 (320x480) + 16:9 (1920x1080) Pixel -> weitere Formate siehe *		65,00 €
Blended Video PC / Console Bundle	:5" - :15" max. :30" Video - 1.920 x 1.080 (Ratio 16:9 oder 3:2 und 2:3)		100,00 €
ROBLOX		CPM - Gross Mobile / PC / Console	
Blended Image Mobile / PC / Console Bundle	3:2 (480x320) + 2:3 (320x480) + 6:5 (300x250) Pixel		65,00 €
Blended Video Mobile / PC / Console Bundle	:5" - :15" max. :30" Video - 1.920 x 1.080 (Ratio 16:9 oder 3:2 und 2:3)		100,00 €

* weitere, unterstützte Formate bei Blended Image Mobile + PC/Console: 4:3 (1024x768), 3:4 (768x1024), 16:9 (1920x1080) Pixel und bei Blended Video Mobile + PC/Console: 16:9 (1920x1080, 960x540, 640x360)

INSTORE TV - DOOH			
KING CHANNEL - BURGER KING RESTAURANTS		CPM - Gross	Days
Video Spot	:5" - :15" max. :30" Video - 1.920 x 1.080 (Ratio 16:9)	20,00 €	
SPORT-, FITNESS- UND GESUNDHEITSClubs		CPM - Gross	Days
Video Spot	:5" - :15" max. :30" Video - 1.920 x 1.080 (Ratio 16:9)	20,00 €	
LED WALL Video Spot	:5" - :15" max. :30" Video - 1.920 x 1.080 (Ratio 16:9)	30,00 €	
Display Ads (Screensaver Cardiopark)	1.920 x 1.080 (Seitenverhältnis 16:9)	10,00 €	
Text Ads	Copy (52 Character incl. spaces) + Website URL or Logo (PNG, JPG) or QR code	10,00 €	
HOCHSCHULEN/UNIVERSITÄTEN		CPM - Gross	Days
Video Spot	:5" - :15" max. :30" Video - 1.920 x 1.080 (Ratio 16:9)	20,00 €	
MOBILITY / TAXI		CPM - Gross	Days
Display Ads - 10"	1.920 x 540 Pixel	55,00 €	