

SUSTAINABILITY / CO2-Reduzierung			
CUSTOM STREAMING / SUSTAINABILITY		CPM	Gross
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 €
Horizon Streaming Unit - Leaderboard	5" - :15" max.:30" Video - 728x90 – (Desktop + Tablet)		50,00 €
Horizon Streaming Unit - MPU	5" - :15" max.:30" Video - 300x250 – (Desktop + Tablet + Mobile)		50,00 €
Vertical Social Streaming Unit	5" - :15" max.:30" Video - 300x600 – (Desktop + Tablet + Mobile)		55,00 €
Vertical Streaming Unit - Sky	5" - :15" max.:30" Video - 160x600 – (Desktop + Tablet)		50,00 €
Horizon Streaming Unit - Mobile Adhesion	5" - :15" max.:30" Video - 320x100 – (Mobile)		65,00 €
GAMING			
CLOUD GAMING (around the game)			
CTV for PLAYER:		CPM	Gross
Gaming-CTV Video	5" - :15" max.:30" Video - 1.920 x 1.080 (Ratio 16:9)		180,00 €
VIDEO / REWARDED (Console, Desktop, Tablet, Mobile)		CPM	Gross
Pre- / Mid-Roll Video	5" - max.:15" Video - 640 x 480		95,00 €
Rewarded Video	5" - :15" max.:30" Video - 1.920 x 1.080 (Ratio 16:9) / 640 x 360 (Ratio 16:9) / 640 x 480		95,00 €
Rewarded Video Console	5" - :15" max.:30" Video - 1.920 x 1.080 (Ratio 16:9)		180,00 €
PC GAMING WeMod			
STANDARD DISPLAY + VIDEO		CPM	Gross
Video	5" - :15" max.:30" Video - 400 x 300		45,00 €
Native Carousel	Dynamic sizes - aspect ratio: 8:3 (animated or static, high resolution, slide sponsorship on homepage carousel)		35,00 €
IN-GAME Overlay	300x250 (animated or static, aspect ratio: 8:3, high resolution, not clickable)		25,00 €
Display	300x250, 336x280, 250x250		25,00 €
IN-GAME			
IN-PLAY		CPM	Gross Mobile
Blended Image Mobile Bundle	728x90; 480x320; 320x480; 1920x1080; 320x50; 1024x768; 768x1024 Pixel -> weitere Formate siehe *	45,00 €	
Blended Video Mobile Bundle	960x540, 300x250, 300x600, 970x250 Pixel	65,00 €	
Blended Image PC / Console Bundle	5" - :15" max.:30" Video - 320x480; 768x1024; 480x320; 300x250; 728x90; 16:9		65,00 €
Blended Video PC / Console Bundle	320x50; 300x250; 320x480; 480x320; 1920x1080; 1024x768; 768x1024 Pixel -> weitere Formate siehe *		110,00 €
Blended Video PC / Console Bundle	5" - :15" max.:30" Video - 320x480; 768x1024; 728x90; 300x250; 480x320; 16:9		
Blended Story Mobile Bundle	5" - :15" max.:30" Video - 640 x 360 (Ratio 16:9) + Logo 512x512 png	105,00 €	
IN-PLAY MINECRAFT & ROBLOX		CPM	Gross Mobile, PC / Console
Blended Image ROBLOX/MINECRAFT Billboards Bundle	Ratio 16:9 min. 1920 x 1080 - 10 sec. display impression + 300 x 250 Pixel		65,00 €
Blended Video ROBLOX/MINECRAFT Billboards Bundle	5" - max.:15" Video - 1.920 x 1.080 (Ratio 16:9 min. 640 x 360)		110,00 €
IN-PLAY AUDIO		CPM	Gross Mobile
Blended Audio Mobile Bundle	5" - :15" max.:30" audio spot		110,00 €
* weitere, unterschiedliche 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)			
COMMUNITIES FANDOM - Global Platform for Fans			
HIGH IMPACT - SPECIAL PLACEMENT		CPM	Gross
Cross-Platform Takeover - Video (Day-Boost)	1600x400, 1600x160, (300x600), 640x360, 640x213, (320x100 + 320x50) + 5" - :15" max.:30" Video		102,00 €
Cross-Platform Takeover - Static (Day-Boost)	1600x400, 1600x160, (300x600), 640x360, 640x213, (320x100 + 320x50)		78,00 €
HIGH-IMPACT DISPLAY + VIDEO		CPM	Gross
Cross-Platform Takeover - Video (autoplay / click2play)	1600x400, 1600x160, (300x600), 640x360, 640x213, (320x100 + 320x50) + 5" - :15" max.:30" Video		85,00 €
Cross-Platform Takeover - Marquee (animated)	1600x400, 1600x160, (300x600), 640x360, 640x213, (320x100 + 320x50)		85,00 €
Cross-Platform Takeover - Static	1600x400, 1600x160, (300x600), 640x360, 640x213, (320x100 + 320x50)		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 / 320x50		45,00 €
STANDARD DISPLAY		CPM	Gross
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 €
COMMUNITIES WOWHEAD (fanbyte)			
HIGH IMPACT DISPLAY + VIDEO		CPM	Gross
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
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 €
STREAMING LIVAD - Live Stream Creator Sponsorships			
CUSTOM STREAMING		CPM	Gross
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 €
DOOH			
INSTORE TV & Public Screens			
SPORTS FITNESS - VIDEO DESIGN/WEIGHT/CLUBS		CPM	Gross
Video Spot	5" - :15" max.:30" Video - 1.920 x 1.080 (Ratio 16:9)		25,00 €
Video Spot McFit Studios	5" - :15" max.:30" Video - 1.920 x 1.080 (Ratio 16:9)		31,00 €
Video Spot Xtrafit (LED WALL), John Reed Studios, Fitness First	5" - :15" max.:30" Video - 1.920 x 1.080 (Ratio 16:9)		37,50 €
Display Ads (Screensaver Cardiopark)	1.920 x 1.080 (Seitenverhältnis 16:9)		10,00 €
Display Ads (Message on Screen)	Copy (52 Character incl. spaces) + Website URL or Logo (PNG, JPG) or QR code		10,00 €
HOCHSCHULEN/UNIVERSITÄTEN		CPM	Gross
Video Spot	5" - :15" max.:30" Video - 1.920 x 1.080 (Ratio 16:9)		35,00 €
MOBILITY / TAXI		CPM	Gross
Display Ads - 10"	1.920 x 540 Pixel		25,00 €
DATA			
AREA-BASED AUDIENCE INVENTORY			
ESSENTIAL DATA		CPM	Gross
DISPLAY	verschiedene Formate möglich - bitte anfragen		65,00 €
VIDEO	5" - :15" max.:30" Video - Pre-Roll, Mid-Roll, Post-Roll - verschiedene Formate (Ratio) 16:9 3:2 4:3 9:16 2:3 3:4		95,00 €
AUDIO	Pre-Roll, Mid-Roll, Post-Roll - File format: MP3, OGG, Codec H.264/AAC; up to 30 sec; Bitrate min 192kpbs		110,00 €
CTV PREMIUM*	5" - :15" max.:30" Video - 1.920 x 1.080 (Ratio 16:9)		*250,00 €
CTV BROADCASTER*	5" - :15" max.:30" Video - 1.920 x 1.080 (Ratio 16:9)		*340,00 €
DOOH*	verschiedene Formate möglich - bitte anfragen		*190,00 € / 250,00 €
ADVANCED / CUSTOM DATA		CPM	Gross
DISPLAY	verschiedene Formate		75,00 €
VIDEO	5" - :15" max.:30" Video - Pre-Roll, Mid-Roll, Post-Roll - verschiedene Formate (Ratio) 16:9 3:2 4:3 9:16 2:3 3:4		110,00 €
AUDIO	Pre-Roll, Mid-Roll, Post-Roll - File format: MP3, OGG, Codec H.264/AAC; up to 30 sec; Bitrate min 192kpbs		125,00 €
CTV PREMIUM*	5" - :15" max.:30" Video - 1.920 x 1.080 (Ratio 16:9)		*340,00 €
CTV BROADCASTER*	5" - :15" max.:30" Video - 1.920 x 1.080 (Ratio 16:9)		*340,00 €
DOOH*	verschiedene Formate möglich - bitte anfragen		*190,00 € / 250,00 €
* Essential können die CPMs variieren - bitte gesondert anfragen.			
VIDEO NETWORKS			
WOWHEAD / FANBYTE		CPM	Gross
Video Pre-Roll / Mid-Roll	5" - :15" max.:30" Video - 1.920 x 1.080 (Ratio 16:9)		95,00 €
XLYBY		CPM	Gross
Video Pre-Roll / Outstream	5" - :15" max.:30" Video - 1.920 x 1.080 (Ratio 16:9)		65,00 €