

SUSTAINABILITY / CO2 Reduzierung			
VERTICAL STREAMING / SUSTAINABILITY			
Horizon Streaming Unit extended	5"-15" max. 30" Video - 970x365 - (Desktop + Tablet)		CPM - Gross
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 Streaming Unit	5"-15" max. 30" Video - 320x480 - (Mobile)		70,00 €
Vertical Social Streaming Unit	5"-15" max. 30" Video - 300x600 - (Desktop + Tablet + Mobile)		50,00 €
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			
BIG-SCREEN GAMING (around the game)			
BIG SCREEN VIDEO for PLAYER:			
Cloud / CTV / Console / Desktop-Video	5"-15" max. 30" Video - 1.920 x 1.080 (Ratio 16:9)		140,00 €
CLOUD GAMING (around the game)			
NEW PC PLAYS			
Gameing Cloud / CTV Video	5"-15" max. 30" Video - 1.920 x 1.080 (Ratio 16:9)		180,00 €
VIDEO / REWARDED (Console, Desktop, Tablet, Mobile)			
Pre / Mid-Roll Video	5"-15" max. 30" Video - 640 x 480		95,00 €
Rewarded Video	5"-15" max. 30" Video - 1080x1920 (Ratio 9:16) + 1920x1080 (Ratio 16:9) / 360x40 (Ratio 9:16) + 640x360 (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 I Wand			
STANDARD DISPLAY + VIDEO			
Video	5"-15" max. 30" Video - 400 x 300		45,00 €
Native Carousel	Dynamic size + aspect ratio: 3:3 (animated or static, high resolution, slide sponsorship on homepage carousel)		35,00 €
Display	300x250, 336x280, 250x250		25,00 €
IN-GAME			
IN-PLAY			
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; 480x320; 640x960 / 16:9		65,00 €
Blended Video PC / Console Bundle	320x50; 300x250; 320x480; 480x320; 1920x1080; 320x480; 768x1024 Pixel -> weitere Formate siehe *		65,00 €
Branded Story Mobile Takeover	5"-15" max. 30" Video - 480x320 / 3:2, 320x480 / 2:3, 1920x1080 / 16:9		110,00 €
Branded Story Mobile Takeover	5"-15" max. 30" Video - 1080x1920 (Ratio 9:16) + 1920x1080 (Ratio 16:9) + Logo 512x512.png		105,00 €
IN-PLAY MINECRAFT & ROBLOX			
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"-15" max. 30" Video - 1.920 x 1.080 (Ratio 16:9) min. 640 x 360			110,00 €
COMPANION IN-GAME (Desktop, Tablet, Mobile)			
Companion In-Game Image	300x250, 160x600, 300x600		65,00 €
Companion In-Game Video	5"-15" max. 30" Video - 1.920 x 1.080 (Ratio 16:9) / 640 x 360 (Ratio 16:9) / 640 x 480		110,00 €
IN-PLAY AUDIO			
Blended Audio Mobile Bundle	5"-15" max. 30" Audio spot		110,00 €
* 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, 640x480			
COMMUNITIES / FANDOM - Global Platform for Fans			
HIGH IMPACT - SPECIAL PLACEMENT			
Cross-Platform Takeover - Video (Day-Boost)	1600x400, 1600x160, (300x600 + 300x250), 640x360, 640x213, (320x100 + 320x50) + 5"-15" max. 30" Video		162,00 €
Cross-Platform Takeover - Static (Day-Boost)	1600x400, 1600x160, (300x600 + 300x250), 640x360, 640x213, (320x100 + 320x50)		162,00 €
HIGH-IMPACT DISPLAY + VIDEO			
Cross-Platform Takeover - Video (autoplay / click2play)	1600x400, 1600x160, (300x600 + 300x250), 640x360, 640x213, (320x100 + 320x50) + 5"-15" max. 30" Video		135,00 €
Cross-Platform Takeover - Static	1600x400, 1600x160, (300x600 + 300x250), 640x360, 640x213, (320x100 + 320x50)		135,00 €
Fandom Video - Pre-roll	5"-15" max. 30" Video - 1.920 x 1.080 (Ratio 16:9)		95,00 €
Mobile Interscroller	320x480		60,00 €
Mobile Adhesion	320x100 / 320x50		45,00 €
STANDARD DISPLAY			
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 / FANDOM (Fanbyte)			
HIGH IMPACT DISPLAY + VIDEO			
Takeover (Video / Static)	Includes 2 units (1920x900 skin + 970x250 optional 5"-15" max. 30" Video)		75,00 €
Site 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			
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			
VERTICAL STREAMING			
RICH MEDIA - In-Stream Unit	1920x1080 - (Desktop + Tablet - Duration 6" - 30") + Sponsor Message (max. 150 Zeichen) + Streamer Script (max. 500 Zeichen)		230,00 €
VIDE BAR - In-Stream Unit	300x1080 - (Desktop + Tablet - Duration 6" - 15") + Sponsor Message (max. 150 Zeichen) + Streamer Script (max. 500 Zeichen)		180,00 €
SNPE - 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 + 25 Zeichen (Desktop + Tablet - Duration 60") + Streamer Script (max. 500 Zeichen)		380,00 €
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			
SPORT - FITNESS, UNIG, GEMIS, MHD, HETS, CLUBS			
Video Spot airtango Studios	10" Standard Video - 1.920 x 1.080 (Ratio 16:9)		15,00 €
Video Spot Xtrafr (LED WALL), McFIT, John Reed Studios, FitnessFirst	10" Standard Video - 1.920 x 1.080 (Ratio 16:9)		20,00 €
Video Spot airtango Studios - pro Monat	10" Standard Video - 1.920 x 1.080 (Ratio 16:9)		515,00 €
Video Spot airtango Studios - pro Woche	10" Standard Video - 1.920 x 1.080 (Ratio 16:9)		129,00 €
Video Spot Xtrafr (LED WALL), McFIT Studios - pro Monat	10" Standard Video - 1.920 x 1.080 (Ratio 16:9)		1.060,00 €
Video Spot Xtrafr (LED WALL), McFIT Studios - pro Woche	10" Standard Video - 1.920 x 1.080 (Ratio 16:9)		265,00 €
Video Spot John Reed, FitnessFirst Studios - pro Monat	10" Standard Video - 1.920 x 1.080 (Ratio 16:9)		1.440,00 €
Video Spot John Reed, FitnessFirst Studios - pro Woche	10" Standard Video - 1.920 x 1.080 (Ratio 16:9)		360,00 €
Display Ads (Screensaver Cardiopark) - nur monatweise	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 €
POWER2GO - EVENTS/FESTIVALS			
FLUGHAEN/ARENEN/GASTRO/BARS/CLUBS/POS/KIOSKS	10" Standard - max. 30" Video - 1.920 x 1.080 (Ratio 16:9)		35,00 €
POWER2GO - EVENTS/FESTIVALS			
Video Spot - FLUGHAEN/ARENEN/GASTRO/BARS/CLUBS/POS/KIOSK	10" Standard - max. 30" Video - 1.080 x 1.920 (Ratio 9:16) 43 Zoll Display - mp4, jpg, png		auf Anfrage
Video Spot - FLUGHAEN/ARENEN/GASTRO/BARS/CLUBS/POS/KIOSK	10" Standard - max. 30" Video - 1.080 x 1.920 (Ratio 9:16) 43/55 Zoll Display, 1280 x 800 Pixel (Ratio 16:10) 10, 1 Zoll Display - mp4, jpg		25,00 €
DATA			
AREA-BASED AUDIENCE INVENTORY			
ESSENTIAL DATA			
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 €
SPECIAL CUSTOMIZED INTERACTIVE FORMAT	verschiedene Formate möglich - bitte anfragen		95,00 €
AUDIO	Pre-Roll, Mid-Roll, Post-Roll - File format: MP3, DGG; Codec: H.264/AAC; up to 30 sec; Bitrate min 192kpbs		110,00 €
DOOH*	verschiedene Formate möglich - bitte anfragen		* €
CTV*	5"-15" max. 30" Video - 1.920 x 1.080 (Ratio 16:9)		* €
ADDITIONAL DATA			
PURCHASE - 3rd PARTY - CUSTOM DATA	Hinsunahme zusätzlicher Datenquellen möglich - bitte anfragen		10,00 €
* National Inventory des DDB, weitere - bitte separat anfragen			
VIDEO NETWORKS			
CONNATIX			
Video Pre-Roll / Mid-Roll	5"-15" max. 30" Video - 1.920 x 1.080 (Ratio 16:9)		95,00 €
WOWHEAD / FANBYTE			
Video Pre-Roll / Mid-Roll	5"-15" max. 30" Video - 1.920 x 1.080 (Ratio 16:9)		95,00 €
MYBY			
Video Pre-Roll / Outstream	5"-15" max. 30" Video - 1.920 x 1.080 (Ratio 16:9)		65,00 €