

SUSTAINABILITY / CO2 Reduzierung			
VERTICAL STREAMING / SUSTAINABILITY			CPM - Gross
Horizon Streaming Unit extended	5"- -15" max. 30" Video - 970x365 - (Desktop + Tablet)		90,00 €
Horizon Streaming Unit extended - Interactive	5"- -15" max. 30" Video - 970x365 - (Desktop + Tablet)		95,00 €
Horizon Streaming Unit	5"- -15" max. 30" Video - 970x250 - (Desktop + Tablet)		90,00 €
Horizon Streaming Unit - Interactive	5"- -15" max. 30" Video - 970x250 - (Desktop + Tablet)		95,00 €
Vertical Social Streaming Unit	5"- -15" max. 30" Video - 300x600 - (Desktop + Tablet + Mobile)		90,00 €
Vertical Social Streaming Unit Interactive	5"- -15" max. 30" Video - 300x600 - (Desktop + Tablet + Mobile)		95,00 €
Vertical Streaming Unit	5"- -15" max. 30" Video - 320x480 - (Mobile)		95,00 €
GAMING			
BIG-SCREEN GAMING (around the game)			
BIG-SCREEN VIDEO for PLAYER	5"- -15" max. 30" Video - 1.920 x 1.080 (Ratio 16:9)		140,00 €
CLOUD GAMING (around the game)			
CTV for PLAYER	5"- -15" max. 30" Video - 1.920 x 1.080 (Ratio 16:9)		180,00 €
Gaming-Cloud / CTV Video	5"- -15" max. 30" Video - 1.920 x 1.080 (Ratio 16:9)		180,00 €
VIDEO / REWARDED (Desktop, Tablet, Mobile)			
Pre- / Mid-Roll Video	5"- max. 15" Video - 640 x 480		95,00 €
Rewarded Video	5"- -15" max. 30" Video - 1080x1920 (Ratio 9:16) + 1920x1080 (Ratio 16:9) / 360x640 (Ratio 9:16) + 640x360 (Ratio 16:9) / 640 x 480		95,00 €
IN-GAME			
IN-PLAY			CPM - Gross Mobile CPM - Gross PC/Console
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; 640x360 / 16:9		65,00 €
Blended Video PC / Console Bundle	320x50; 300x250; 320x480; 480x320; 1920x1080; 1024x768; 768x1024 Pixel -> weitere Formate siehe *		
Blended Video PC / Console Bundle	5"- -15" max. 30" Video - 480x320 / 3:2; 320x480 / 2:1; 1920x1080 / 16:9		110,00 €
Blended 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			CPM - Gross Mobile, PC / Console
Blended Image ROBLOX/MINECRAFT Billboards Bundle	Ratio 16:9 min. 1920 x 1080 - 10 sec. display impression x 350 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 UFL (Ultimate Football League)			CPM - Net/Net Package
In-Stadia LED Board - PC/Console Bundle - 10% of in-match time - 1 month duration - 1.5 Mio. Impressions (based on 8")	2048x128 / 16:1 - 8" max. 16" Video - 2048x128, mp4	28.500,00 €	
In-Stadia LED Board - PC/Console Bundle - 20% of in-match time - 1 month duration - 3. Mio. Impressions (based on 8")	2048x128 / 16:1 - 8" max. 16" Video - 2048x128, mp4	49.000,00 €	
In-Stadia LED Board - PC/Console Bundle - 10% of in-match time - 3 months duration - 4.5 Mio. Impressions (based on 8")	2048x128 / 16:1 - 8" max. 16" Video - 2048x128, mp4	60.000,00 €	
In-Stadia LED Board - PC/Console Bundle - 20% of in-match time - 3 months duration - 9. Mio. Impressions (based on 8")	2048x128 / 16:1 - 8" max. 16" Video - 2048x128, mp4	115.000,00 €	
Brand Gear - Teamwear KR (Trikot, Shorts, Socken)	Für Feldspieler und Torhüter (insgesamt 6 Artikel). Die Ausrüstung steht dem gesamten Verein des Spielers im Spiel zur Verfügung.	auf Anfrage	
Brand Gear - Goalkeeper Gloves	Die Ausrüstung steht dem gesamten Verein des Spielers im Spiel zur Verfügung.	auf Anfrage	
Brand Gear - Boots	Die Ausrüstung steht dem gesamten Verein des Spielers im Spiel zur Verfügung.	auf Anfrage	
Brand Gear - Ball	Die Ausrüstung steht dem gesamten Verein des Spielers im Spiel zur Verfügung.	auf Anfrage	
Brand Gear - Stadium	Das Stadion steht dem gesamten Verein des Spielers als Spielarena zur Verfügung.	auf Anfrage	
Brand IN-GAME Engagement Challenge	Eine themenbezogene IN-GAME-Herausforderung für alle Spieler, um im Spiel mit der Marke zu interagieren	auf Anfrage	
Brand IN-GAME Surge Event	Eine Serie von IN-GAME Herausforderungen über einen definierten Zeitraum	auf Anfrage	
IN-PLAY AUDIO			CPM - Gross Mobile
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, 640x360)			
COMMUNITIES MEDIAL TV - Gameplay Clipping & Sharing			
HIGH-IMPACT DISPLAY + VIDEO			CPM - Gross
Roadblock Unit	970x250 + 300x250 + 5"- -15" max. 30" Video (1080x1920 (Ratio 9:16) - (Desktop + Tablet)	90,00 €	
Billboard - Homepage	970x250 - (Desktop + Tablet)	50,00 €	
Right Rail Sidebar - Homepage, Metagrid Theatre Player, Clip Library 1+2	336x280, 300x250 - (Desktop + Tablet + Mobile)	45,00 €	
Media TV Video - Homepage, Metagrid Theatre Player, Clip Library 1+2	5"- -15" max. 30" Video - 640x480 (Ratio 16:9)	95,00 €	
COMMUNITIES FANDOM - Global Platform for Fans			
HIGH-IMPACT DISPLAY + VIDEO			CPM - Gross
Cross-Platform Streaming Bundle	5"- -15" max. 30" Video (1080x1920 (Ratio 9:16) + 1920x1080 (Ratio 16:9)) - 970x365, 970x250, 300x600 - (Desktop + Tablet + Mobile)	85,00 €	
Cross-Platform Streaming Bundle interactive	5"- -15" max. 30" Video (1080x1920 (Ratio 9:16) + 1920x1080 (Ratio 16:9)) - 970x365, 970x250, 300x600 - (Desktop + Tablet + Mobile)	90,00 €	
Cross-Platform Takeover - Video (autoplay / click2play) or static	1600x400, 1600x1600, (300x600 + 300x250), 640x360, 640x213, (320x100 + 320x50) + 5"- -15" max. 30" Video	115,00 €	
Fandom Video - Pre-Roll	5"- -15" max. 30" Video - 1.920 x 1.080 (Ratio 16:9)	95,00 €	
Mobile Interscroller	320x480	85,00 €	
Mobile Adhesion	320x100 / 320x50	55,00 €	
STANDARD DISPLAY			
			CPM - Gross
Super Billboard	970x365 - (Desktop + Tablet)	80,00 €	
Billboard, Halfpage Ad, Mobile HPA	970x250, 300x600 - (Desktop + Tablet + Mobile)	70,00 €	
Leaderboard, Sky, MPU	728x90, 160x600, 300x250 - (Desktop + Tablet + Mobile)	50,00 €	
COMMUNITIES WOWNHEAD (fanbyte)			
HIGH-IMPACT DISPLAY + VIDEO			CPM - Gross
Takeover (Video / Static)	Includes 2 units (1920x900 skin + 970x250 optional 5"- -15" max. 30" Video)	85,00 €	
Skin only	1920x900 skin	75,00 €	
Marquee (Video / Static)	Desktop: 2000x825 + (5"- -15" max. 30" Video - Ratio 16:9 (max size: 512x288)) / Mobile: 500x150	95,00 €	
Marquee - Flexible (Video / Static)	Desktop: 2000x825 (collapsed 2000x300) + (5"- -15" max. 30" Video - Ratio 16:9 (max size: 512x288)) / Mobile: 500x150 (collapsed 500x75)	95,00 €	
Video Pre-Roll	5"- -15" max. 30" Video - 1.920 x 1.080 (Ratio 16:9)	95,00 €	
STANDARD DISPLAY			
			CPM - Gross
Billboard, Halfpage Ad	970x250, 300x600 - (Desktop + Tablet)	45,00 €	
Super Leaderboard, Leaderboard, Sky, MPU, Mobile MPU, Mobile Adhesion	970x90, 728x90, 160x600, 300x250, 320x50 - (Desktop + Tablet + Mobile)	35,00 €	
STREAMING LIVAD - Live Stream Creator Sponsorships			
CUSTOM STREAMING			CPV - Gross
RICH MEDIA - In-Stream Unit	1920x1080 - (Desktop + Tablet - Duration 6"- 30") + Sponsor Message (max. 150 Zeichen) + Streamer Script (max. 500 Zeichen)	0,23 €	
SOE BAR - In-Stream Unit	300x1080 - (Desktop + Tablet - Duration 6"- 15") + Sponsor Message (max. 150 Zeichen) + Streamer Script (max. 500 Zeichen)	0,18 €	
SNIFE - In-Stream Unit	1920x250 - (Desktop + Tablet - Duration 6"- 15") + Sponsor Message (max. 150 Zeichen) + Streamer Script (max. 500 Zeichen)	0,18 €	
POLL - In-Stream Unit	Frage: max. 60 Zeichen + max. 5 Antworten a 25 Zeichen (Desktop + Tablet - Duration 60") + Streamer Script (max. 500 Zeichen)	auf Anfrage	
VIDEO - In-Stream Unit	640x360 - (Desktop + Tablet - Duration 6"- 30") + Sponsor Message (max. 150 Zeichen) + Streamer Script (max. 500 Zeichen)	0,21 €	
DOOH			
INDOOR TV & Public Screens			
SPORT - FITNESS UND GESUNDHEITSSCLUBS			CPM - Gross
Video Spot airtango Studios	10" Standard Video - 1.920 x 1.080 (Ratio 16:9)	15,00 €	
Video Spot Xtrafit (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 Xtrafit (LED WALL), McFIT Studios - pro Monat	10" Standard Video - 1.920 x 1.080 (Ratio 16:9)	1.060,00 €	
Video Spot Xtrafit (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 (Screenaver Cardipark) - 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 €	
HOCHSCHULEN/UNIVERSITÄTEN			
			CPM - Gross
Video Spot	10" Standard - max. 30" Video - 1.920 x 1.080 (Ratio 16:9)	35,00 €	
POWERGIGG EVENTS/FESTIVALS			
FLUGHÄFEN/ARENEN/GASTRO/BARS/CLUBS/POS/KIOSKS			CPM - Gross
Video Spot - EVENTS/FESTIVALS	10" Standard - max. 30" Video - 1.080 x 1.920 (Ratio 9:16) 43 Zoll Display - mp4, jpg, png	auf Anfrage	
Video Spot - FLUGHÄFEN/ARENEN/GASTRO/BARS/CLUBS/POS/KIOSKS	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, pr	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 €	
SPECIAL CUSTOMIZED INTERACTIVE FORMAT	verschiedene Formate möglich - bitte anfragen	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 €	
DOOH*	verschiedene Formate möglich - bitte anfragen	* €	
CTV*	5"- -15" max. 30" Video - 1.920 x 1.080 (Ratio 16:9)	* €	
ADDITIONAL DATA			CPM - Gross
PURCHASE, 3rd PARTY, CUSTOM DATA	Hinzunahme zusätzlicher Datenquellen möglich - bitte anfragen	10,00 €	
* Optional können die CPAs variieren - bitte gesondert anfragen.			
VIDEO NETWORKS			
MIX / CONNATIX			CPM - Gross
Video Pre-Roll / Mid-Roll	5"- -15" max. 30" Video - 1.920 x 1.080 (Ratio 16:9)	95,00 €	