

LEAGUE-M - SUSTAINABILITY / CO2 Reduzierung

CUSTOM STREAMING / SUSTAINABILITY	CPM - Gross	Days
Horizon Streaming Unit extended	70,00 €	
Horizon Streaming Unit extended - Interactive	80,00 €	
Horizon Streaming Unit	60,00 €	
Horizon Streaming Unit - Interactive	70,00 €	
Horizon Streaming Unit - Leaderboard	50,00 €	
Horizon Streaming Unit - MPU	50,00 €	
Vertical Social Streaming Unit	55,00 €	
Vertical Streaming Unit - Sky	50,00 €	
Horizon Streaming Unit - Mobile Adhesion	65,00 €	

LIVAD - Live Stream Creator Sponsorships

CUSTOM STREAMING	CPM - Gross	Days
RICH MEDIA - In-Stream Unit	230,00 €	
SIDE BAR - In-Stream Unit	180,00 €	
SNIFE - In-Stream Unit	180,00 €	
POLL - In-Stream Unit	390,00 €	
VIDEO - In-Stream Unit	210,00 €	

FANDOM - Global Platform for Fans

HIGH IMPACT - SPECIAL PLACEMENT	CPM - Gross	Days
Cross-Platform Takeover - Video (Day-Boost)	102,00 €	1 Day
Cross-Platform Takeover - Static (Day-Boost)	78,00 €	1 Day

HIGH-IMPACT DISPLAY + VIDEO	CPM - Gross	Days
Cross-Platform Takeover - Video (autoplay / click2play)	85,00 €	
Cross-Platform Takeover - Marquee (animated)	85,00 €	
Cross-Platform Takeover - Static	65,00 €	
Fandom Video - Pre-Roll	110,00 €	
Mobile Interscroller	50,00 €	
Mobile Adhesion	45,00 €	

STANDARD DISPLAY	CPM - Gross	Days
Super Billboard	50,00 €	
Billboard	40,00 €	
Halfpage Ad	40,00 €	
Leaderboard	30,00 €	
Sky	30,00 €	
MPU	30,00 €	
Mobile HPA	40,00 €	
Mobile MPU	30,00 €	

FANBYTE

HIGH IMPACT DISPLAY + VIDEO	CPM - Gross	Days
Takeover (Video / Static)	75,00 €	
Skin only	65,00 €	
Marquee (Video / Static)	85,00 €	
Marquee - Flexible (Video / Static)	85,00 €	
Video Pre-Roll	95,00 €	

STANDARD DISPLAY	CPM - Gross	Days
Billboard	35,00 €	
Super Leaderboard	25,00 €	
Leaderboard	25,00 €	
Halfpage Ad	35,00 €	
Sky	25,00 €	
MPU	25,00 €	
Mobile MPU	25,00 €	
Mobile Adhesion	25,00 €	

VIDEO

ANYCLIP	CPM - Gross	Days
Video Pre-Roll / Mid-Roll	95,00 €	
LIVBY	65,00 €	
Video Pre-Roll / Outstream	65,00 €	

IN-GAME

IN-PLAY	CPM - Gross Mobile	CPM - Gross PC/Console
Blended Image Mobile Bundle	35,00 €	
Blended Video Mobile Bundle	55,00 €	
Blended Image PC / Console Bundle		65,00 €
Blended Video PC / Console Bundle		100,00 €
IN-PLAY MINECRAFT & ROBLOX	CPM - Gross Mobile, PC / Console	
Blended Image ROBLOX Billboard Bundle	80,00 €	
Blended Video ROBLOX Billboard Bundle	140,00 €	
Blended Image MINECRAFT Billboard Bundle	120,00 €	
Blended Video MINECRAFT Billboard Bundle	155,00 €	

* weitere, unterstützte Formate bei Blende 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

SPORT-, FITNESS- UND GESUNDHEITSCЛУBS	CPM - Gross	Days
Video Spot	20,00 €	
LED WALL Video Spot	30,00 €	
Display Ads (Screensaver Cardiopark)	10,00 €	
Text Ads	10,00 €	
HÖCHSCHULEN/UNIVERSITÄTEN	CPM - Gross	Days
Video Spot	20,00 €	
MOBILITY / TRAN	CPM - Gross	Days
Display Ads - 10"	55,00 €	

LOCATION INTELLIGENCE - THE POWER OF AREA BASED AUDIENCE MARKETING

ESSENTIAL DATA	CPM - Gross	Days
DISPLAY	verschiedene Formate möglich - bitte anfragen	45,00 €
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	67,00 €
AUDIO	Pre-Roll, Mid-Roll, Post-Roll - File format: MP3, OGG; Cödec H.264/AAC; up to 30 sec; Bitrate min 192kbps	76,00 €
CTV PREMIUM*	5" - 15" max. :30" Video - 1.920 x 1.080 (Ratio 16:9)	*180,00 €
CTV BROADCASTER*	5" - 15" max. :30" Video - 1.920 x 1.080 (Ratio 16:9)	*248,00 €
DOOH*	verschiedene Formate möglich - bitte anfragen	*190,00 €
ADVANCED / CUSTOM DATA	CPM - Gross	Days
DISPLAY	verschiedene Formate	52,00 €
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	76,00 €
AUDIO	Pre-Roll, Mid-Roll, Post-Roll - File format: MP3, OGG; Cödec H.264/AAC; up to 30 sec; Bitrate min 192kbps	86,00 €
CTV PREMIUM*	5" - 15" max. :30" Video - 1.920 x 1.080 (Ratio 16:9)	*248,00 €
CTV BROADCASTER*	5" - 15" max. :30" Video - 1.920 x 1.080 (Ratio 16:9)	*248,00 €
DOOH*	verschiedene Formate möglich - bitte anfragen	*190,00 €

* Saisonal können die CPMs variieren - bitte gesondert anfragen.