

SUSTAINABILITY / CO2 Reductions		
CUSTOM 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)		CPM - Gross
BIG SCREEN WIDE (per 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)		CPM - Gross
CTV Per Player		
Gaming-Cloud / 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 - 1080x1920 (Ratio 9:16) + 1920x1080 (Ratio 16:9) / 360x640 (Ratio 9:16) + 640x360 (Ratio 16:9) / 640 x 360	95,00 €
Rewarded Video Console	-5" -15" max. 30" Video - 1.920 x 1.080 (Ratio 16:9)	180,00 €

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 *		110,00 €
Blended Story Mobile Takeover	-5" -15" max. 30" Video - 480x320 / 3:2, 320x480 / 2:3, 1920x1080 / 16:9	105,00 €	
IN-PLAY MINICRAFT & 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 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 - 30% 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 Kit (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	
	Mehrere Stufen und Schwierigkeits-Level sorgen für ein hohes Maß an Engagement der Spieler		

COMPARISON IN-GAME (Desktop, Tablet, Mobile)		CPM - Gross
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		CPM - Gross Mobile
Blended Audio Mobile Bundle	-5" -15" max. 30" audio spot	110,00 €

* weitere, nicht aufgeführte Formate bei Blended Image Mobile + PC/Console: 4:3 (1024x768), 8:4 (1638x1024), 16:9 (1920x1080) Pixel und bei Blended Video Mobile + PC/Console: 16:9 (1920x1080), 960x540, 960x480

COMMUNITIES / FANZOOM - Global Platform für Fans		
HIGH IMPACT - SPECIAL PLACEMENT		CPM - Gross
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		CPM - Gross
Cross Platform Streaming Bundle	-5" -15" max. 30" Video (1080x1920 (Ratio 9:16) + 1920x1080 (Ratio 16:9)) - 970x365, 970x250, 200x600 - (Desktop + Tablet + M)	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 + M)	90,00 €
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 Interscroll	320x480	85,00 €
Mobile Authstion	320x480 / 320x50	55,00 €

STANDARD DISPLAY		CPM - Gross
Super Billboard	970x365 - (Desktop + Tablet)	80,00 €
Billboard	970x250 - (Desktop + Tablet)	70,00 €
Halfpage Ad	300x600 - (Desktop + Tablet)	70,00 €
Leaderboard	728x90 - (Desktop + Tablet)	50,00 €
Sky	160x600 - (Desktop + Tablet)	60,00 €
MPU	300x250 - (Desktop + Tablet)	50,00 €
Mobile MPU	300x600 - (Mobile)	70,00 €
Mobile MPU	300x250 - (Mobile)	50,00 €

COMMUNITIES / KNOWHEAD (anstyle)		
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: 2000x425 + (5" -15" max. 30" Video - Ratio 16:9 (max size: 512x288)) / Mobile: 500x150	95,00 €
Marquee - Flexible (Video / Static)	Desktop: 2000x425 (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	970x250	45,00 €
Super Leaderboard	970x90	35,00 €
Leaderboard	728x90	35,00 €
Halfpage Ad	300x600	45,00 €
Sky	160x600	35,00 €
MPU	300x250	35,00 €
Mobile MPU	300x250	35,00 €
Mobile Authstion	320x50	35,00 €

STREAMING / LIVAD - Live Stream Creator Sponsorships		
CUSTOM CTV		CPM - Gross
RICH MEDIA - In-Stream Unit	1920x1080 - (Desktop + Tablet - Duration 6" - 30") + Sponsor Message (max. 150 Zeichen) + Streamer Script (max. 500 Zeichen)	0,23 €
SIDE BAR - In-Stream Unit	300x1080 - (Desktop + Tablet - Duration 6" -15") + Sponsor Message (max. 150 Zeichen) + Streamer Script (max. 500 Zeichen)	0,18 €
SNPE - In-Stream Unit	1920x250 - (Desktop + Tablet - Duration 6" -15") + Sponsor Message (max. 150 Zeichen) + Streamer Script (max. 500 Zeichen)	0,18 €
ROLL - In-Stream Unit	Frame: max. 60 Zeichen + max. 3 Antworten > 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		
INSTORE TV & Public Screens		

SPORT - FITNESS UND GESUNDHEITSCULURS		CPM - Gross
Video Spot airtango Studios	-10" Standard Video - 1.920 x 1.080 (Ratio 16:9)	15,00 €
Video Spot Xtrfit (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 Xtrfit (LED WALL) McFIT Studios - pro Monat	-10" Standard Video - 1.920 x 1.080 (Ratio 16:9)	1.060,00 €
Video Spot Xtrfit (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 (Screenmaster Cardiozirk) - 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 €
PODCASTEN/UNIVERSITÄTEN		CPM - Gross
Video Spot	-10" Standard - max. 30" Video - 1.920 x 1.080 (Ratio 16:9)	35,00 €
POWER2GO: EVENTS, FESTIVALS, FLUGHÄFEN/ARENEN/GASTRO/BARS/COLLEBS/PODS/NOOKS		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/COLLEBS/PODS/NOOKS	-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 - mp	25,00 €

DATA		
AREA-BASED AUDIENCE INVENTORY		CPM - Gross
IDENTIFIABLE 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, Coded H.264/AAC; up to 30 sec; Bitrate min 192Kbps	110,00 €
DOOH*	verschiedene Formate möglich - bitte anfragen	* €
CTV**	-5" -15" max. 30" Video - 1.920 x 1.080 (Ratio 16:9)	* €
POST-CONVERSION		CPM - Gross
PURCHASE, 2d PARTY, CUSTOM DATA	Herausnahme zusätzlicher Datenquellen möglich - bitte anfragen	10,00 €

* Standardformate des CPM variieren - bitte gesondert anfragen

VIDEO NETWORKS		
CONNATIX		CPM - Gross
Video Pre-Roll / Mid-Roll	-5" -15" max. 30" Video - 1.920 x 1.080 (Ratio 16:9)	95,00 €
WIDOWHEAD / FANBYE		CPM - Gross
Video Pre-Roll / Mid-Roll	-5" -15" max. 30" Video - 1.920 x 1.080 (Ratio 16:9)	95,00 €