

LEAGUE-M				
CUSTOM STEAMING			CPM - Gross	Days
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 €	
Vertical Social Streaming Unit	:5" - :15" max. :30" Video - 300x600 – (Desktop + Tablet + Mobile)		55,00 €	

FANDOM - Global Platform for Fans				
HIGH IMPACT - SPECIAL PLACEMENT			CPM - Gross	Days
Cross-Platform Takeover - Video (Day-Boost)	1600x400, 1600x160, (300x600), 640x360, 640x213, (320x100) + :5" - :15" max. :30" Video		102,00 €	1 Day
Cross-Platform Takeover - Static (Day-Boost)	1600x400, 1600x160, (300x600), 640x360, 640x213, (320x100)		78,00 €	1 Day

HIGH-IMPACT DISPLAY + VIDEO			CPM - Gross	Days
Cross-Platform Takeover - Video (autoplay / click2play)	1600x400, 1600x160, (300x600), 640x360, 640x213, (320x100) + :5" - :15" max. :30" Video		85,00 €	
Cross-Platform Takeover - Marquee (animated)	1600x400, 1600x160, (300x600), 640x360, 640x213, (320x100)		75,00 €	
Cross-Platform Takeover - Static	1600x400, 1600x160, (300x600), 640x360, 640x213, (320x100)		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		45,00 €	

STANDARD DISPLAY			CPM - Gross	Days
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 €	

FANBYTE				
HIGH IMPACT DISPLAY + VIDEO			CPM - Gross	Days
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	Days
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 €	

VIDEO				
ANYCLIP			CPM - Gross	Days
Video Pre-Roll / Mid-Roll	:5" - :15" max. :30" Video - 1.920 x 1.080 (Ratio 16:9)		95,00 €	
VLYBY			CPM - Gross	Days
Video Pre-Roll / Outstream	:5" - :15" max. :30" Video - 1.920 x 1.080 (Ratio 16:9)		65,00 €	

IN-GAME				
IN-PLAY			CPM - Gross	Mobile
Blended Image Mobile Bundle	3:2 (480x320) + 2:3 (320x480) + 6:4:1 (320x50) + 4:3 (1024x768) + 3:4 (768x1024) + 16:9 (1920x1080 oder 960x540) Pixel		35,00 €	
Blended Video Mobile Bundle	:5" - :15" max. :30" Video - 1.920 x 1.080 (Ratio 16:9)		55,00 €	
Blended Image PC / Console Bundle	4:3 (1024x768) + 3:4 (768x1024) + 16:9 (1920x1080 oder 960x540) + 1:2 (300x600) Pixel		65,00 €	
Blended Video PC / Console Bundle	:5" - :15" max. :30" Video - 1.920 x 1.080 (Ratio 16:9)		100,00 €	
ROBLOX			CPM - Gross	Mobile / PC / Console
Blended Image Mobile / PC / Console Bundle	3:2 (480x320) + 2:3 (320x480) + 6:4:1 (320x50) + 6:5 (300x250) + 16:9 (1920x1080 oder 960x540) Pixel		65,00 €	
Blended Video Mobile / PC / Console Bundle	:5" - :15" max. :30" Video - 1.920 x 1.080 (Ratio 16:9)		100,00 €	

INSTORE TV - DOOH				
KING CHANNEL - BURGER KING RESTAURANTS			CPM - Gross	Days
Video Spot	:5" - :15" max. :30" Video - 1.920 x 1.080 (Ratio 16:9)		20,00 €	
SPORT-, FITNESS- UND GESUNDHEITSCLUBS			CPM - Gross	Days
Video Spot	:5" - :15" max. :30" Video - 1.920 x 1.080 (Ratio 16:9)		20,00 €	
Text Ads	Copy (52 Character incl. spaces) + Website URL or Logo (PNG, JPG) or QR code		10,00 €	
HOCHSCHULEN/UNIVERSITÄTEN			CPM - Gross	Days
Video Spot	:5" - :15" max. :30" Video - 1.920 x 1.080 (Ratio 16:9)		20,00 €	