

SUSTAINABILITY / CO2 Reduzierung		
CUSTOM STREAMING / SUSTAINABILITY		CPM - Gross
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 €
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 Social Streaming Unit	:5" - :15" max. :30" Video - 300x600 – (Desktop + Tablet + Mobile)	55,00 €
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		
CLOUD GAMING (around the game)		CPM - Gross
CTV for PLAYER:		
Gaming-CTV Video	:5" - :15" max. :30" Video - 1.920 x 1.080 (Ratio 16:9)	340,00 €
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 - 1.920 x 1.080 (Ratio 16:9) / 640 x 360 (Ratio 16:9) / 640 x 480	95,00 €
Rewarded Video Console	:5" - :15" max. :30" Video - 1.920 x 1.080 (Ratio 16:9)	340,00 €

IN-GAME		
IN-PLAY		CPM - Gross
Blended Image Mobile Bundle	3:2 (480x320) + 2:3 (320x480) + 6:5 (300x250) Pixel -> weitere Formate siehe *	45,00 €
	960x540, 300x250, 300x600, 970x250 Pixel	
Blended Video Mobile Bundle	:5" - :15" max. :30" Video - 640 x 360 (Ratio 16:9 oder 3:2 und 2:3)	65,00 €
Blended Image PC / Console Bundle	3:2 (480x320) + 2:3 (320x480) + 16:9 (1920x1080) Pixel -> weitere Formate siehe *	65,00 €
Blended Video PC / Console Bundle	:5" - :15" max. :30" Video - 1.920 x 1.080 (Ratio 16:9 oder 3:2 und 2:3)	110,00 €
Branded Story Mobile Bundle	:5" - :15" max. :30" Video - 640 x 360 (Ratio 16:9) + Logo	105,00 €

IN-PLAY MINECRAFT & ROBLOX		
		CPM - Gross
Blended Image ROBLOX/MINECRAFT Billboards Bundle	Ratio 16:9 min. 1920 x 1080 - 10 sec. display impression + 300 x 250 Pixel	100,00 €
Blended Video ROBLOX/MINECRAFT Billboards Bundle	:5" - max. :15" Video - 1.920 x 1.080 (Ratio 16:9 min. 640 x 360)	160,00 €

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 FANDOM - Global Platform for Fans		
HIGH IMPACT - SPECIAL PLACEMENT		CPM - Gross
Cross-Platform Takeover - Video (Day-Boost)	1600x400, 1600x160, (300x600), 640x360, 640x213, (320x100 + 320x50) + :5" - :15" max. :30" Video	102,00 €
Cross-Platform Takeover - Static (Day-Boost)	1600x400, 1600x160, (300x600), 640x360, 640x213, (320x100 + 320x50)	78,00 €

HIGH-IMPACT DISPLAY + VIDEO		
		CPM - Gross
Cross-Platform Takeover - Video (autoplay / click2play)	1600x400, 1600x160, (300x600), 640x360, 640x213, (320x100 + 320x50) + :5" - :15" max. :30" Video	85,00 €
Cross-Platform Takeover - Marquee (animated)	1600x400, 1600x160, (300x600), 640x360, 640x213, (320x100 + 320x50)	85,00 €
Cross-Platform Takeover - Static	1600x400, 1600x160, (300x600), 640x360, 640x213, (320x100 + 320x50)	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 / 320x50	45,00 €

STANDARD DISPLAY		
		CPM - Gross
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 WOWHEAD (fanbyte)		
HIGH IMPACT DISPLAY + VIDEO		CPM - Gross
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
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

CUSTOM STREAMING		CPM - Gross
RICH MEDIA - In-Stream Unit	1920x1080 – (Desktop + Tablet - Duration 6" - 30") + Sponsor Message (max. 150 Zeichen) + Streamer Script (max. 500 Zeichen)	230,00 €
SIDE BAR - In-Stream Unit	300x1080 – (Desktop + Tablet - Duration 6" - 15") + Sponsor Message (max. 150 Zeichen) + Streamer Script (max. 500 Zeichen)	180,00 €
SNIPE - 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 à 25 Zeichen (Desktop + Tablet - Duration 60") + Streamer Script (max. 500 Zeichen)	390,00 €
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		CPM - Gross
SPORT-, FITNESS- UND GESUNDHEITSClUBS		
Video Spot	:5" - :15" max. :30" Video - 1.920 x 1.080 (Ratio 16:9)	25,00 €
LED WALL Video Spot	:5" - :15" max. :30" Video - 1.920 x 1.080 (Ratio 16:9)	37,50 €
Display Ads (Screensaver Cardiopark)	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		
Video Spot	:5" - :15" max. :30" Video - 1.920 x 1.080 (Ratio 16:9)	25,00 €
MOBILITY / TAXI		
Display Ads - 10"	1.920 x 540 Pixel	55,00 €

DATA

AREA-BASED AUDIENCE INVENTORY		CPM - Gross
ESSENTIAL DATA		
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; Códex 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		
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; Códex 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.

VIDEO NETWORKS

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