

SPIEGEL MEDIA

Stand 03.01.2019

KarriereSPIEGEL TKPs 2019

Format - desktop	RoS	Format - mobile	RoS
Dynamic Fireplace Ad	115 €	Mobile Interstitial, FC 1/session	90 €
		Mobil Parallax Double Ad	
		Tandem Ad (2:1) top + (1:1) middle 1	
Dynamic Frame Ad	95 €	MCA (1:1) / Mobile Medium Rectangle top	75 €
Dynamic Sitebar		Parallax Scroll Ad	
Fireplace Ad		Tandem Ad (4:1) top + (2:1) middle 1	
Parallax Scroll Ad			
Videowall			
Billboard top	75 €	MCA (1:1) / Mobile Medium Rectangle middle 1	55 €
Floor Ad, FC 1/session		MCA (2:1) top	
Frame Ad			
Halfpage Ad			
Ticker Crawl			
Wallpaper			
Billboard middle 1	55 €	MCA (1:1) / Mobile Medium Rectangle ab middle 2	35 €
Fuse Ad		MCA (2:1) middle 1	
Medium Rectangle middle 1			
Skyscraper bis 160xp			
Ad Bundle	35 €	MCA (2:1) ab middle 2	25 €
Billboard ab middle 2		Mobile Halfpage Ad (bottom)	
Medium Rectangle ab middle 2			
Superbanner			
Promo Ad 1 + 2	10 €		

Kreationsmöglichkeiten für alle MCA (1:1) und (2:1): Gallery Ad, Gesture Ad, Klick-To-Video Ad, Panorama Ad, Pushdown Ad, Shake Ad, Slider Ad.

Für MCA 4:1 und 6:1 gelten die gleichen Preise wie für MCA 2:1.

RoS

Format - desktop	Mobile Interstitial FC1/session	Parallax Double Ad	Tandem Ad (1:1) oben + middle 1	MCA (1:1) MMR top	Parallax Scroll Ad	Tandem Ad ab (2:1) top + middle 1	MCA (1:1) MMR middle 1	MCA (2:1) top	MCA (1:1) ab MMR middle 2	MCA (2:1) middle 1	MCA (2:1) ab middle 2	Mobile Halfpage Ad bottom
Dynamic Fireplace Ad	105 €			95 €		85 €						
Dynamic Frame Ad												
Dynamic Sitebar	95 €			85 €		75 €		65 €				
Fireplace Ad												
Parallax Scroll Ad												
Videowall												
Billboard oben	85 €			75 €		65 €		55 €		45 €		
Floor Ad, FC 1/session												
Frame Ad												
Halfpage Ad												
Ticker Crawl												
Wallpaper												
Billboard middle 1						65 €		55 €		45 €		
Fuse Ad												
Medium Rectangle middle 1												
Skyscraper bis 160xp												
Ad Bundle												30 €
Billboard ab middle 2												
Medium Rectangle ab middle 2												
Superbanner												

Kreationsmöglichkeiten für alle MCA (1:1) und (2:1): Gallery Ad, Gesture Ad, Klick-To-Video Ad, Panorama Ad, Pushdown Ad, Shake Ad, Slider Ad.