

SPIEGEL ONLINE

TKPs 2019

Stand 07.12.2018

Format - desktop	RoC	RoS	Format - mobile	RoC	RoS
Dynamic Fireplace Ad	115 €	110 €	Mobile Interstitial, FC 1/session	90 €	85 €
			Mobile Parallax Double Ad		
			Tandem Ad (2:1) top + (1:1) middle 1		
Dynamic Frame Ad	95 €	90 €	MCA (1:1) / Mobile Medium Rectangle top	75 €	70 €
Dynamic Sitebar			Parallax Scroll Ad		
Fireplace Ad			Tandem Ad (4:1) top + (2:1) middle 1		
Parallax Scroll Ad					
Videowall					
Billboard top	75 €	70 €	MCA (1:1) / Mobile Medium Rectangle middle 1	55 €	50 €
Floor Ad, FC 1/session			MCA (2:1) top		
Frame Ad					
Halfpage Ad					
Ticker Crawl					
Wallpaper					
Billboard middle 1	55 €	50 €	MCA (1:1) / Mobile Medium Rectangle ab middle 2	35 €	30 €
Fuse Ad			MCA (2:1) middle 1		
Medium Rectangle middle 1					
Skyscraper bis 160xp					
Ad Bundle	35 €	30 €	MCA (2:1) ab middle 2	25 €	20 €
Billboard ab middle 2			Mobile Halfpage Ad (bottom)		
Medium Rectangle ab middle 2					
Superbanner					
Promo Ad 1 + 2	10 €	5 €			

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.

Format - mobile	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) MMR ab middle 2	MCA (2:1) middle 1	MCA (2:1) ab middle 2	Mobile Halfpage Ad bottom
Format - desktop												
Dynamic Fireplace Ad	105 € / 100 €			95 € / 90 €		85 € / 80 €						
Dynamic Frame Ad	95 € / 90 €			85 € / 80 €		75 € / 70 €		65 € / 60 €				
Dynamic Sitebar												
Fireplace Ad												
Parallax Scroll Ad												
Videowall												
Billboard top	85 € / 80 €			75 € / 70 €		65 € / 60 €		55 € / 50 €		45 € / 40 €		
Floor Ad, FC 1/session												
Frame Ad												
Halfpage Ad												
Ticker Crawl												
Wallpaper												
Billboard middle 1				65 € / 60 €		55 € / 50 €		45 € / 40 €				
Fuse Ad												
Medium Rectangle middle 1												
Skyscraper bis 160xp												
Ad Bundle										30 € / 25 €		
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.