

# manager magazin

Stand 07.12.2018

TKPs 2019

Format - desktop	RoC	RoS	Format - mobile	RoC	RoS
Dynamic Fireplace Ad	125 €	120 €	Mobile Interstitial, FC 1/session	100 €	95 €
			Parallax Double Ad		
			Tandem Ad (2:1) top + (1:1) middle 1		
Dynamic Frame Ad	105 €	100 €	MCA (1:1) / Mobile Medium Rectangle top	85 €	80 €
Dynamic Sitebar			Parallax Scroll Ad		
Fireplace Ad			Tandem Ad (4:1) top + (2:1) middle 1		
Videowall					
Billboard top	85 €	80 €	MCA (1:1) / Mobile Medium Rectangle middle 1	65 €	60 €
Floor Ad, FC 1/session			MCA (2:1) top		
Frame Ad			Fuse Ad		
Ticker Crawl					
Wallpaper					
Parallax Scroll Ad					
Halfpage Ad*					
Billboard middle 1	65 €	60 €	MCA (1:1) / Mobile Medium Rectangle ab middle 2	45 €	40 €
Fuse Ad			MCA (2:1) middle 1		
Medium Rectangle middle 1					
Promotion Ad ab middle 1					
Skyscraper bis 160xp					
Ad Bundle	45 €	40 €	MCA (2:1) ab middle 2	35 €	30 €
Billboard ab middle 2			Mobile Halfpage Ad (bottom)		
Medium Rectangle ab middle 2					
Promotion Ad ab middle 2					
Superbanner					

\*auf Skyscraper Position  
 Kreationmöglichkeiten 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.

RoC / RoS

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	Fuse Ad	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	115 € / 110 €			105 € / 100 €		95 € / 90 €							
Dynamic Frame Ad													
Dynamic Sitebar	105 € / 100 €			95 € / 90 €		85 € / 80 €		75 € / 70 €					
Fireplace Ad													
Videowall													
Billboard top				95 € / 90 €		85 € / 80 €		75 € / 70 €		65 € / 60 €		55 € / 50 €	
Floor Ad, FC 1/session													
Frame Ad													
Ticker Crawl													
Wallpaper													
Parallax Scroll Ad													
Halfpage Ad*													
Billboard middle 1								75 € / 70 €		65 € / 60 €		55 € / 50 €	
Fuse Ad													
Medium Rectangle middle 1													
Promotion Ad middle 1													
Skyscraper bis 160xp													
Ad Bundle												40 € / 35 €	
Billboard ab middle 2													
Medium Rectangle ab middle 2													
Promotion Ad ab middle 2													
Superbanner													

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