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- Valid from 18.11.2016

bcn.burda.de

PRICE LIST 2016/17 | VALID FROM 18.11.2016

RUN OF NETWORK

Forms of advertising	Formats	Filesize KB	Price (gross CPM in €)	Media
Full Background Ad Mobile Full Background Ad	Specifications chart on 5 et seq	80 40	70	Delivery according to specifications listed in Chart 5 and thereafter.
Billboard Mobile Content Ad 2:1	800x250 + 320x150	80 40	60	JS or I-Frame Re-Direct, Flash, Image, HTML5 only as I-Frame-URL or Re-Direct
Halfpage Ad	300x600	80	60	JS or I-Frame Re-Direct, Flash, Image, HTML5 only as I-Frame-URL or Re-Direct
Outstream / InRead multiscreen	Standard format: 16:9 (640 x 360 Pixel), or alternatively, 4:3 (640 x 480 Pixel). Other for- mats available upon request.	max. 10 MB	60	Delivery format for re-direct Videos: VAST oder VPAID Re-Direct. Hosting upon request: Delivery format MP4 (H.264 Baseline), Bitrate 750
Sitebar (sticky)	Basis 300x600, has to scale automatically, both vertically and horizontally	100	60	JS or I-Frame Re-Direct, Flash, Image, HTML5 only as I-Frame-URL or Re-Direct
Premium Ad Bundle (Billboard und Halfpage Ad)	800x250 + 300x600	80 40	40	JS or I-Frame Re-Direct, Flash, Image, HTML5 only as I-Frame-URL or Re-Direct
Medium Rectangle Mobile Medium Rectangle	300x250	40	30	JS or I-Frame Re-Direct, Flash, Image, HTML5 only as I-Frame-URL or Re-Direct
Ad Bundle (Super Banner, Skyscraper, Medium Rectangle)	728x90 + 200x600 + 300x250	40 40 40	20	JS or I-Frame Re-Direct, Flash, Image, HTML5 only as I-Frame-URL or Re-Direct
Skyscraper	200x600	40	15	JS or I-Frame Re-Direct, Flash, Image, HTML5 only as I-Frame-URL or Re-Direct
Super Banner Mobile Content Ad 4:1	728x90 + 320x75	40	15	JS or I-Frame Re-Direct, Flash, Image, HTML5 only as I-Frame-URL or Re-Direct
AdBundle multiscreen	728x90 + 200x600 + 300x250 + 320 x 75	40	35	HTML 5 iFrame or Script Re-Direct + Fallback, JPG, GIF, PNG
Premium AdBundle multiscreen	800x250 + 300x600 + 300 x 250	80 or. 40	65	HTML 5 iFrame or Script Re-Direct + Fallback, JPG, GIF, PNG

Prices (CPT, gross) are in euro and do not include VAT. BCN reserves the right to adjust prices.

Please supply the advertising material to bcn.campaigning@burda.com.

Information on technical specifications can be found under the online price lists at: bcn.burda.de/service/download-center/

1. Termination of advertising orders must be submitted in writing or per e-mail.

The cancellation deadline is 2 weeks prior to start of campaign start, or 2 weeks prior to end of month for currently running bookings.

2. Contractor will charge a cancellation fee in the following situations:

Cancellation up to 1 week prior to campaign start: 50% of net campaign value,

Cancellation up to 3 workdays prior to campaign start: 80% of net campaign value and

cancellation 3 workdays prior campaign start or later: 100% of net campaign value.

Payment terms: Payment is due within 30 days of the invoice date, without deduction.

A 2% early payment discount applies to payment within 14 days of the invoice date, provided there are no older invoices overdue.

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Targeting surcharge 1	Geo, Browser, Device, Site, Site colouring	2 segments including (e.g. geo and device)	5 € surcharge on the gross CPT in €
Targeting surcharge 2	Segment 1: Cookie & User (Soziodemographie, Interest, Purchase Intent), Segment 2: Contextual	2 segments including (cookie & user & contextual)	8,50 € surcharge on the gross CPT in €
Frequency Cap			free
Advertising creation			please inquire
Creation of landing page			please inquire
Minimum booking volumes	4.000 Euro net/net		

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General information	Flash Datei informationen	HTML5 informationen
<p>Delivery: 5 workdays prior to campaign start Tracking by third party provider: yes Third Party Provider Day: yes File parameters: See table Questions/delivery to: bcn.campaigning@burda.com</p> <p>Sound allowed: No User-initiated sound: No Background clickable: No Backgroundcolor: No Background image: No Close window: No Expansion possible: No</p> <p>Other standards may apply to individual forms of advertising after consultation.</p>	<p>Flash version: 8 Action script version: 2 Clicktag: getURL(clicktag, clicktarget)</p> <p>The “clicktarget” should be set to “_blank”. Max. flash size: See table Max. flash time: 30 sec. at 15 fps Max. repetitions: 2 Fallback file type: JPG PNG GIF Fallback file size: See table</p> <p>Fallback starting file: Given that there is an energy-saving function in Safari which can prevent the animation of flash advertising from launching automatically, we recommend choosing an eye-catching image as the first frame of the swf file.</p>	<p>HTML5 allowed: yes There is no current standard for the file size of HTML5 ads, so we request that you do not exceed the predefined file size of 100%.</p> <p>Fallback file type: JPG PNG GIF Fallback file size: See table</p> <p>We only accept third-party hosting.</p>

The most recent price lists apply.

All MEW advertising can be submitted in doubled resolution for better rendering on retina displays.

Example: Medium rectangle 600x500 is then rendered to 300x250 in the submission. Please take the weight limit of the advertising into account.

TECHNICAL SPECIFICATIONS FULL BACKGROUND AD

Gallery video	Gallery image	Image video	Poster ad image
<ul style="list-style-type: none">- 5 x 3 images for the Gallery- Video at least 818x460px (mp4, mov), maximum 200MB- The video is always the first slide in a gallery video	<ul style="list-style-type: none">- 5 x 3 images for the Ggallery	<ul style="list-style-type: none">- 3 x image- Video at least 818x460px (mp4, mov), maximum 200MB	<ul style="list-style-type: none">- 3 x image

The following applies to all images:

- images must be supplied in these three formats: 1920x1920, 1080x1920, 1920x1080.

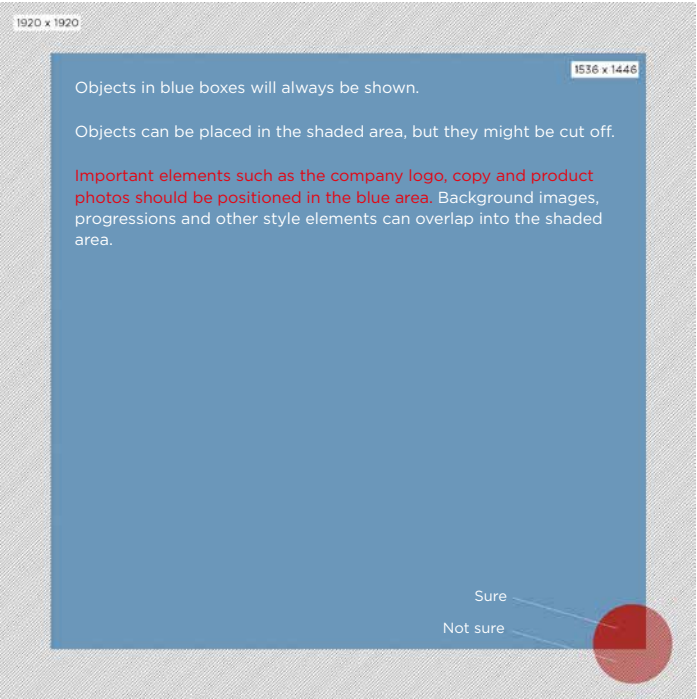
- image files have a max. size of 300KB.
- images must be supplied as high resolution JPG files.
- Any videos used must be aligned as follows: Center/Top, Center/Bottom or Center/Center
- The alignment between the videos and the image must be the same for all three formats.

The full background ad is hosted through BCN. There is a flat-rate production fee of 450 euro n/n for the full background ad. This includes hosting and the technical setup of the advertising.

Prerequisite: it must be submitted according to the listed specifications.

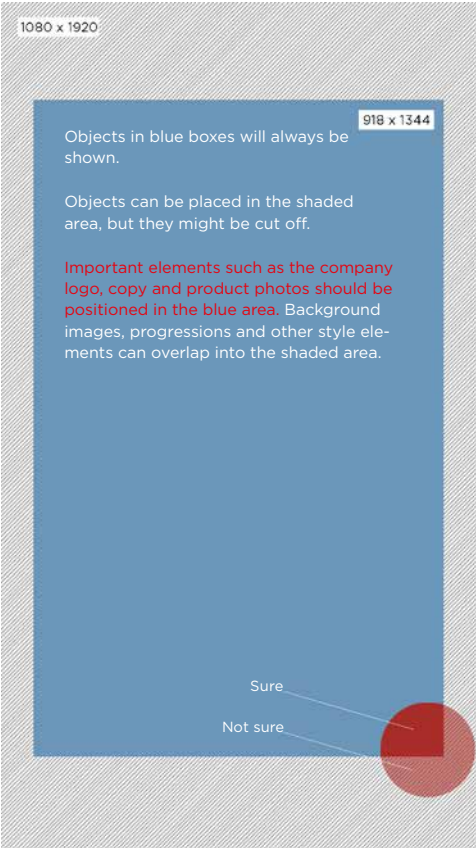
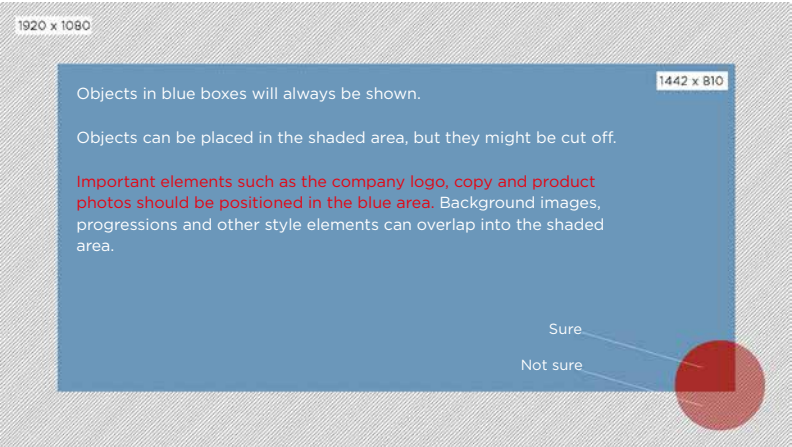
LAYOUT DETAILS FULL BACKGROUND AD ONLINE

Full Background Ad



LAYOUT DETAILS FULL BACKGROUND AD ONLINE

Full Background Ad



YOUR PERSONAL CONTACTS

BCN

Burkhard Graßmann (Sprecher),
Michael Samak, Stefan Zarnic
CEOs
Arabellastrasse 23
81925 Munich
Germany
P +49. 89. 92 50. 46 70/ -46 67
E burkhard.grassmann@burda.com,
michael.samak@burda.com,
stefan.zarnic@burda.com

INTERNATIONAL SALES

Silke Noak
Head of International Sales
Arabellastrasse 23
81925 Munich
Germany
P +49. 89. 92 50. 46 53
E silke.noak@burda.com

Asia

Massimo Monti
Burda Media Asia
5th Floor, K S House, 118 Shapur Jat
New Delhi - 110049
India
P +91. 88. 2667. 31 11
E massimo.monti@hubertburdamedia.in

Austria

Christina Bresler
Burda Community Network
International GmbH
Mooslackengasse 17
1190 Vienna
Austria
P +49. 151. 52. 63. 95 08
E christina.bresler@burda.com

Belgium

Sylvie Hertveldt
Publicitas NV
Airway Park D
Lozenberg 23
1932 Zaventem
Belgium
P +32. 26. 39. 84 21
E sylvie.hertveldt@publicitas.com

France / Luxembourg

Marion Badolle-Feick
Burda Community Network
International GmbH
Business Centre, Opera-Bourse
13-15 rue Taitbout
75009 Paris
France
P +33. 1. 72 71. 25 24
E marion.badolle-feick@burda.com

UK / Ireland

Jeannine Soeldner
Burda Community Network
International GmbH
1 Fetter Lane
London EC4A 1BR
United Kingdom
P +44. 20. 3440. 58 32
E jeannine.soeldner@burda.com

Greece / Cyprus

Christina Skiada
Permedia Athens S.A.
64B, Kifissias Avenue
15125 Maroussi
Greece
P +30. 211. 10. 60. 352
E christina.skiada@permedia.gr

India

Miran Shah
PDM Media (India) Pvt. Ltd.
Shree Laxmi Prasad Building
Dayaldas Lane, Nehru Road
Vile Parle (East)
Mumbai - 400 057
India
P +91. 22. 611. 77. 900
E miran.shah@matrixmedia.co.in

Italy

Robert Schoenmaker
Hearst Advertising Worldwide Italia
Via R. Bracco, 6
20159 Milano
Italy
P +39. 02. 62 69. 44 41
E rschoenmaker@hearst.it

Japan

Jiro Semba
Intergroup
Communications Ltd.
1-4-16-102 Zaimokuza
Kamakura 248-0013
Japan
P +81. 467. 25. 27 63
E jiro.semba@bz01.plala.or.jp

Netherlands

Jacomien van Doorn
Publicitas BV
Naritaweg 127-137, 3rd Floor
1043 BS Amsterdam
Netherlands
P +31. 203. 11. 97 17
E jacomien.vandoorn@publicitas.com

Scandinavia

Ulrik Brostrom
JB Media International ApS
Grabrodetorv 6, 2. sal
1154 Copenhagen
Denmark
P +45. 23. 28. 97 63
E ubr@jbmedia.dk

Spain / Portugal

Mónica de los Ríos
Hearst Magazines Spain
Calle Santa Engracia, 23
28010 Madrid
Spain
P +34. 91. 728. 92 50
E mdelosrios@hearst.es

Switzerland

Goran Vukota
Burda Community Network
International GmbH
Balz-Zimmermann-Strasse 7
8302 Klotten
Switzerland
P +41. 44. 810. 21 46
E goran.vukota@burda.com

USA / Canada / Mexico

Salvatore Zammuto
Burda Community Network
International GmbH
9035 Bluffview Trace
Roswell, GA 30076
USA
P +1. 212. 884. 48 24
E salvatore.zammuto@burda.com

BCN.

Burda Community Network GmbH
Hubert-Burda-Platz 1, 77652 Offenburg
Arabellastraße 23, 81925 Munich
bcn.burda.de

AdTech
Factory

AdTech Factory GmbH & Co. KG
Hauptstraße 127, 77652 Offenburg
Große Elbstraße 59-63, 22767 Hamburg
Arabellastraße 27, 81925 Munich
www.adtechfactory.com