

## BCN - DIGITAL ADVERTISING RATE CARD - VALID FROM OCTOBER 1ST 2017

advertising format	Price (Gross CPM in €)									
	Multiscreen Booking					One Device Booking (Desktop only or Mobile only)				
	Category	Run of Site	Vertical	Channel	Run of Network	Category	Run of Site	Vertical	Channel	Run of Network
Ad Bundle (Super Banner, Skyscraper, Medium Rectangle)	50	45	45	35	20	60	55	55	45	30
Billboard	90	85	85	75	60	100	95	95	85	70
Fireplace	90	-	-	-	-	100	-	-	-	-
Frame Ad	90	-	-	-	-	100	-	-	-	-
Full Background Ad	100	95	95	85	70	110	105	105	95	80
Halfpage Ad	90	85	85	75	60	100	95	95	85	70
Medium Rectangle	60	55	55	45	30	70	65	65	55	40
Outstream	-	85	85	75	60	-	95	95	85	70
Premium Ad Bundle (Billboard und Halfpage Ad)	80	75	75	65	40	90	85	85	75	50
PreRoll	-	85	-	-	-	-	95	-	-	-
Sitebar	90	85	85	75	60	100	95	95	85	70
Skyscraper	45	40	40	30	15	55	50	50	40	25
Superbanner	45	40	40	30	15	55	50	50	40	25
Wallpaper	80	75	-	-	-	90	85	-	-	-
Mobile Content Ad 2:1	90	85	85	75	60	100	95	95	85	70
Mobile Content Ad 4:1	45	40	40	30	15	55	50	50	40	25
Mobile Full Background Ad	100	95	95	85	70	110	105	105	95	80
Mobile Halfpage Ad	90	85	85	75	60	100	95	95	85	70
Mobile Medium Rectangle	90	85	85	75	60	100	95	95	85	70
Mobile Outstream	90	85	85	75	60	100	95	95	85	70
PreRoll Mobile	-	85	-	-	-	-	95	-	-	-
Ad Bundle multiscreen (Superbanner, Skyscraper, Medium Rectangle, MCA 4:1)	50	45	45	35	20	-	-	-	-	-
Premium Ad Bundle multiscreen (Billboard, Halfpage Ad, MCA 2:1, Mobile Medium Rectangle, Mobile Halfpage Ad)	80	75	75	65	40	-	-	-	-	-
Facebook Instant Articles Mobile Medium Rectangle	-	55	-	-	-	-	65	-	-	-

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

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### TARGETING AND ADDITIONAL SERVICES

<b>Targeting</b>	Geo, Browser, Device, Site (e.g. Custom Channel), User, Interest (No targeting for video)	10 € surcharge on the gross CPM in €
<b>Frequency Cap</b>	FC 1/24h is incl., For more limited FCs a surcharge is taken into account	10 € surcharge on the gross CPM in €
<b>Exklusive reservation</b>	100% Share of Voice	15 € surcharge on the gross CPM in €
<b>Advertising creation</b>	please inquire	
<b>Creation of landing page</b>	please inquire	
<b>Minimum booking volumes</b>	4.000 Euro net/net	

Not all ad formats can be booked on all sites. An overview can be found on the following page.

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Information on technical specifications within the Digital TechSpecs: [bcn.burda.com/service/download-center/](http://bcn.burda.com/service/download-center/)

Showroom of the offered advertising formats: <http://bcn.burda.de/Digital-Showroom/>

**Ad delivery: [bcn.campaging@burda.com](mailto:bcn.campaging@burda.com)**

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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BOOKING OPTIONS

forms of advertising \ platform	backenmachtluecklich.de	bunte.de	burdastyle.de	daskochrezept.de	eat-this.org	elle.de	foodboom.de	freizeitrevue.de	freundin.de	guter-rat.de	harpersbazaar.de	haus.de	instyle.de	lisa.de	mein-schoener-garten.de	superillu.de	wir-essen-gesund.de
Ad Bundle	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Billboard	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Frame Ad		X						X		X							
Full Background Ad		X				X			X		X		X				
Halfpage Ad	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Medium Rectangle	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Outstream				X		X			X		X	X	X		X		
Premium Ad Bundle	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
PreRoll				X					X						X		
Sitebar		X	X	X		X		X	X	X	X	X	X	X	X	X	
Skyscraper	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Superbanner	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Wallpaper		X		X				X		X		X		X			
Mobile Content Ad 2:1	X	X	X	X	X	X	X	X	X		X	X	X	X	X	X	X
Mobile Content Ad 4:1	X	X	X	X	X	X	X	X	X		X	X	X	X	X	X	X
Mobile Full Background Ad		X				X			X		X		X				
Mobile Halfpage Ad	X	X	X	X	X	X	X		X		X	X	X	X	X	X	X
Mobile Medium Rectangle	X	X	X	X	X	X	X	X	X		X	X	X	X	X	X	X
Mobile Outstream		X		X		X			X		X	X	X		X		
Mobile PreRoll				X					X						X		
Ad Bundle multiscreen	X	X	X	X	X	X	X	X	X		X	X	X	X	X	X	X
Premium Ad Bundle multiscreen	X	X	X	X	X	X	X	X	X		X	X	X	X	X	X	X