

## ONLINE ADVERTISING RATE CARD - VALID FROM 15<sup>th</sup> MAY 2017

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

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

### TARGETING AND SUPPLEMENTAL SERVICES ONLINE

Targeting surcharge 1	Geo, Browser, Device, Site, Site colouring	2 segments included (e.g. geo and device)	€ 5 surcharge on the gross CPM in €
Targeting surcharge 2	Segment 1: Cookie & User (Soziodemo- graphic, Interest, Purchase Intent), Segment 2: Contextual	2 segments included (Cookie & User & Contextual)	€ 8,50 surcharge on the gross CPM in €
Exclusive reservation	100% Share of Voice		15% surcharge
Frequency Cap			free
Advertising creation			please inquire
Creation of landing page			please inquire
Minimum booking volumes	4.000 Euro net/net		

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

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Information on technical specifications can be found under the online price lists at: [bcn.burda.com/service/download-center/](http://bcn.burda.com/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.

## PLATFORM OVERVIEW

advertising format / platform	bunte.de	daskochrezept.de	donna-magazin.de	elle.de	freizeitrevue.de	freundin.de	guter-rat.de	harpersbazaar.de	haus.de	instyle.de	lisa.de	mein-schoener-garten.de	superillu.de	wohnen-und-garten.de
Full Background Ad	X		X	X		X		X		X			X	
Mobile Full Background Ad	X		X	X		X		X		X			X	
Billboard	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Mobile Content Ad 2:1	X	X	X	X		X		X	X	X	X	X	X	
Halfpage Ad	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Sitebar	X		X	X	X	X	X	X	X	X			X	X
Outstream			X	X		X				X				
Mobile Outstream	X		X	X		X		X		X				
PreRoll		X				X						X		
Mobile PreRoll		X				X						X		
Fireplace									X					
Frame Ad	X				X		X		X					
Wallpaper	X	X			X		X							
Premium Ad Bundle	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		
Medium Rectangle	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	
Ad Bundle	X	X	X	X	X	X	X	X	X	X		X	X	X
Ad Bundle multiscreen	X	X	X	X		X		X		X		X		
Skyscraper	X	X	X	X	X	X	X	X	X	X		X	X	X
Super-Banner	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	