















CHANNEL

- Valid from 18.11.2016

bcn.burda.de

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CHANNEL

<p>LIVING & LIFESTYLE</p> 	<p>BUNTE DAS HAUS ELLE FREUNDIN INSTYLE WOHNEN & GARTEN GUTER RAT DAS KOCHREZEPT MEIN SCHÖNER GARTEN SUPERILLU HARPER'S BAZAAR</p>	<p>FOOD</p> 	<p>DAS KOCHREZEPT GUTER RAT BUNTE ELLE FREIZET REVUE FREUNDIN LISA HARPER'S BAZAAR INSTYLE WOHNEN & GARTEN MEIN SCHÖNER GARTEN MYLIFE</p>
<p>CONSUMER ELECTRONICS</p> 	<p>DAS HAUS BUNTE FREUNDIN GUTER RAT INSTYLE ELLE HARPER'S BAZAAR</p>	<p>HEALTH</p> 	<p>DAS KOCHREZEPT ELLE FREIZEIT REVUE FREUNDIN INSTYLE BUNTE LISA MEIN SCHÖNER GARTEN DONNA-MAGAZIN</p>
<p>ENTERTAINMENT</p> 	<p>BUNTE DAS HAUS DAS KOCHREZEPT ELLE FREUNDIN HARPER'S BAZAAR INSTYLE GUTER RAT</p>	<p>HOME + GARDEN</p> 	<p>DAS HAUS FREIZEIT REVUE GUTER RAT MEIN SCHÖNER GARTEN WOHNEN & GARTEN SUPER ILLU</p>
<p>FAMILY</p> 	<p>DAS HAUS BUNTE DAS KOCHREZEPT FREUNDIN MEIN SCHÖNER GARTEN SUPER ILLU WOHNEN & GARTEN LISA DONNA-MAGAZIN</p>	<p>LUXURY</p> 	<p>ELLE HARPER'S BAZAAR INSTYLE</p>
<p>FASHION + BEAUTY</p> 	<p>BUNTE FREUNDIN INSTYLE HARPER'S BAZAAR ELLE SUPER ILLU LISA DONNA-MAGAZIN</p>	<p>SPORT & FITNESS</p> 	<p>DAS HAUS BUNTE DAS KOCHREZEPT FREUNDIN MEIN SCHÖNER GARTEN SUPER ILLU</p>
<p>FINANCE</p> 	<p>BUNTE GUTER RAT MEIN SCHÖNER GARTEN WOHNEN & GARTEN</p>	<p>TRAVEL</p> 	<p>BUNTE DAS HAUS DAS KOCHREZEPT ELLE FREIZEIT REVUE FREUNDIN HARPER'S BAZAAR INSTYLE DONNA-MAGAZIN</p>
<p>WOMEN PREMIUM</p> 	<p>ELLE HARPER'S BAZAAR INSTYLE BUNTE</p>	<p>WOMEN</p> 	<p>ELLE HARPER'S BAZAAR INSTYLE BUNTE FREUNDIN</p>

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Forms of advertising	Formats	Filesize KB	Price (gross CPM in €)	Media
Full Background Ad Mobile Full Background Ad	Specifications chart on 6 et seq.		85	Currently only available in the Luxury channel. Delivery according to specifications listed in Chart 6 and thereafter.
Billboard Mobile Content Ad 2:1	800x250 + 320x150	80 40	75	JS or I-Frame Re-Direct, Flash, Image, HTML5 only as I-Frame-URL or Re-Direct
Halfpage Ad	300x600	80	75	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 formats available upon request.	max. 10 MB	75	Delivery format for re-direct Videos: VAST or VPAID Re-Direct. Hosting upon request: Delivery format: MP4 (H.264 Baseline), bit rate 750
Sitebar	Basis 300x600, has to scale automatically, both vertically and horizontally	100	75	Can not be implemented at lisa.de. JS or I-Frame Re-Direct, Flash, Image, HTML5 only as I-Frame-URL or Re-Direct
Premium Ad Bundle (Billboard and Halfpage Ad)	800x250 + 300x600	80 40	65	JS or I-Frame Re-Direct, Flash, Image, HTML5 only as I-Frame-URL or Re-Direct
Medium Rectangle Mobile Medium Rectangle	300x250	40 40	45	JS or I-Frame Re-Direct, Flash, Image, HTML5 only as I-Frame-URL or Re-Direct
Ad Bundle (Super Banner, Sky- scraper, Medium Rectangle)	728x90 + 200x600 + 300x250	40 40 40	35	JS or I-Frame Re-Direct, Flash, Image, HTML5 only as I-Frame-URL or Re-Direct
Skyscraper	200x600	40	30	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	30	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

The mobile reach for Mobile Medium Rectangle will be expanded to include Facebook's Instant Articles Mobile Medium Rectangle traffic.

Not all ad formats can be played on every channel.

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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		

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

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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General information	Flash file informations	HTML5 informations	Outstream/inread
<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>	<p>Max. 30" will be played as ad video. Delivery format for re-direct videos: VAST or VPAID Re-Direct of no more than 10MB.</p> <p>Hosting upon request: Delivery format: MP4 (H.264 baseline), bitrate 750, maximum 10MB.</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.

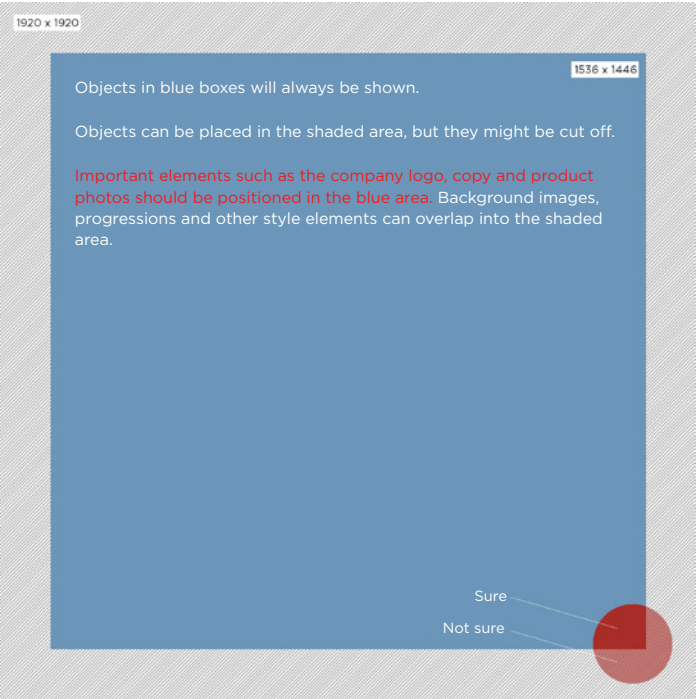
- image files have a max. size of 300KB.
- images must be supplied as high resolution JPG files.
- Any videos used must be aligned as follows: Center/Top, Center/Bottom or Center/Center
- The alignment between the videos and the image must be the same for all three formats.

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.

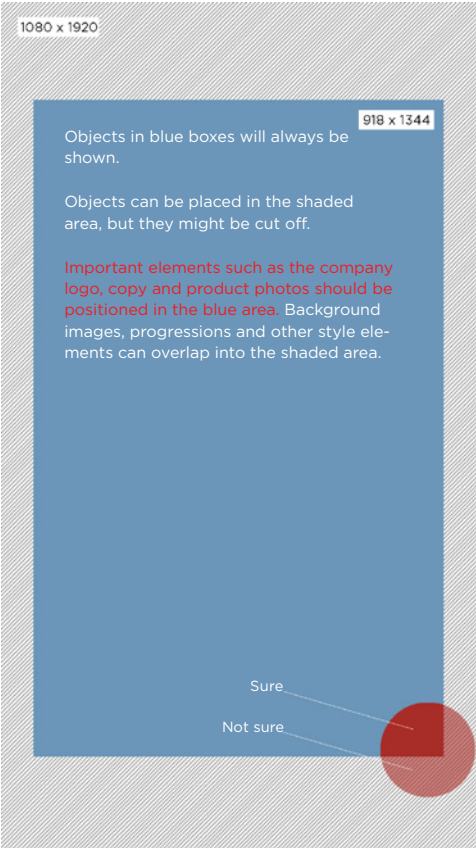
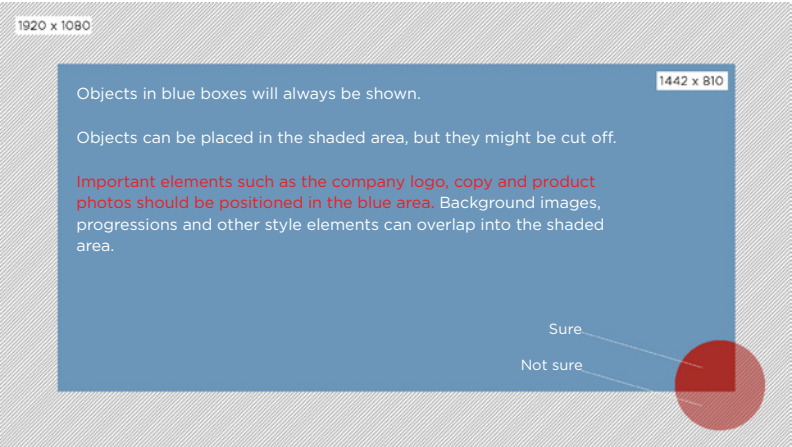
LAYOUT DETAILS FULL BACKGROUND AD ONLINE

Full Background Ad



LAYOUT DETAILS FULL BACKGROUND AD ONLINE

Full Background Ad



YOUR PERSONAL CONTACTS

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