

Rate Card Digital 2018

BCN.

		Run on Network	Run on Channel		Run on Site			
			RoC Standard	RoC Luxury	Lisa.de Freizeitrevue.de Superillu.de	Burdastyle.de Daskochrezept.de Haus.de First in Food Network Meinschoenergarten.de	Bunte.de Freundin.de	Elle.de Instyle.de Harpersbazaar.de
Desktop	Ad Bundle	11,0 €	13,5 €		14,0 €	14,5 €	15,5 €	
	Billboard	34,5 €	41,5 €	135,0 €	43,0 €	45,0 €	48,5 €	190,0 €
	Special ad formats	74,5 €	89,5 €	200,0 €	93,0 €	97,0 €	104,5 €	280,0 €
	Halfpage Ad	34,5 €	41,5 €	135,0 €	43,0 €	45,0 €	48,5 €	190,0 €
	Medium Rectangle	12,0 €	14,5 €	100,0 €	15,0 €	15,5 €	17,0 €	140,0 €
	Outstream		51,5 €	110,0 €		56,0 €	60,0 €	155,0 €
	PreRoll					74,0 €	80,0 €	
	Sitebar (sticky)		51,5 €	150,0 €	54,0 €	56,0 €	60,0 €	210,0 €
	Skyscraper	11,0 €	13,0 €	100,0 €	14,0 €	14,5 €	15,5 €	140,0 €
	Superbanner	10,5 €	12,5 €	135,0 €	13,0 €	13,5 €	14,5 €	190,0 €
Wallpaper				43,0 €	45,0 €	48,5 €		
Multi Screen	Ad Bundle	9,0 €	10,5 €		11,0 €	11,5 €	12,5 €	
	Special ad formats	58,5 €	70,0 €	182,5 €	73,0 €	76,0 €	82,0 €	255,0 €
	Halfpage Ad	27,0 €	32,5 €	70,0 €	34,0 €	35,0 €	38,0 €	100,0 €
	Medium Rectangle	9,5 €	11,5 €	65,0 €	12,0 €	12,5 €	13,5 €	90,0 €
	Outstream		41,0 €	85,0 €		44,0 €	47,5 €	120,0 €
	Premium Ad Bundle			115,0 €				160,0 €
	PreRoll					58,5 €	63,0 €	
Mobile	Ad Bundle	8,0 €	9,5 €		10,0 €	10,5 €	11,0 €	
	Special ad formats	52,0 €	62,5 €	175,0 €	65,0 €	67,5 €	73,0 €	245,0 €
	Halfpage Ad	24,0 €	29,0 €	55,0 €	30,0 €	31,0 €	33,5 €	75,0 €
	Medium Rectangle	8,5 €	10,0 €	50,0 €	10,5 €	11,0 €	12,0 €	70,0 €
	Mobile Content Ad 2:1	7,5 €	9,0 €	65,0 €	9,5 €	10,0 €	10,5 €	90,0 €
	Mobile Content Ad 4:1	6,5 €	8,0 €	65,0 €	8,0 €	8,5 €	9,0 €	90,0 €
	Outstream		36,0 €	70,0 €		39,0 €	42,0 €	100,0 €
	PreRoll					52,0 €	56,0 €	

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Native Advertisement & Branded Content	Native Article / Video, Advertorials and editorial specials on request.
Targeting	E.g. Geo, Browser, Device, User, Interest Standard : =1 criteria +20% gross CPM Premium : >1 criteria +40% gross CPM
Frequency Cap	FC 1 per day included , other FC on request
Exclusive Bookings	Homepage Events on request
Creation of advertising media	On request
Creation of Landing Pages	On request
Minimum order amount	4.000 € net/net

Not all ad formats are available at every Webpage.

Prices (CPM, gross) in Euro do not include VAT. BCN reserves the right for price changes.

Specifics regarding technical specifications available in the Digital TechSpecs section under: <http://bcn.burda.de/service/download-center/>

Showroom for ad formats: <http://bcn.burda.de/Digital-Showroom/>

Delivery of advertising media to: bcn.campaging@burda.com

1. Notice of termination must be given in writing or by e-mail.

Cancellation Policy: 2 weeks prior to campaign start. In case of campaigns already running 2 weeks until the end of month.

2. Cancellation fees will be applied in the following cases: Cancellation within 1 week to campaign start: 50% of net campaign Volume, cancellation 3 days to campaign start: 80% of net campaign volume and cancellation within 3 days to campaign start: 100% of net campaign volume.

Terms of payment: All invoices are payable within 14 days by receipt of the invoice.