















RATECARD - DIGITAL MEDIA

CPM IN EURO

Formats	Device	Run of Site	Channel	Run of Network	ROS Luxury	Content Luxury	Channel Luxury
Video Wall		100	--	--	--	--	--
Mobile Emoji Ad		95	85	65	130	110	95
Fireplace		90	80	45	--	--	--
Outstream		90	80	60	120	100	85
Desktop Catalogue Ad		85	75	45	210	180	150
Sitebar (Sticky)							
Mobile Choice Ad					195	165	140
Social Cards							
Sitebar (sticky) + Halfpage Ad		80	70	40	200	190	180
Sticky Footer Ad					170	145	120
Understitial					250	215	180
Billboard					190	160	135
Wallpaper					--	--	--
Mobile Catalogue Ad		75	65	35	190	160	135
Gallery Ad							
Halfpage Ad							
Premium Ad Bundle (Billboard + Halfpage Ad)					160	140	115
Hero Ad					175	150	125
Mobile Cube Ad		50	40	25	125	110	90
Billboard + Med Rec		40	30	20	110	95	80
Medium Rectangle							
Mobile Content Ad 2:1		35	25	15			
Ad Bundle							
Superbanner + MCA 2:1							
Mobile Content Ad 4:1 / 6:1		25	15	10	--	--	--

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BCN.

Native Advertisement & Branded Content	Native Article / Video, Advertorials and editorial specials on request.
Targeting	Bspw. Geo, Browser, Device, User, Interest Standard : =2 segments - surcharge of 5€ of the gross CPM Premium : >2 segments - surcharge of 15€ of the gross CPM
Frequency Cap	FC 1 per day included , other FC on request
Exclusive Bookings	Homepage Events on request
Exclusion of websites from rotations or of devices from multiscreen bundles	surcharge of 5€ of the gross CPM per Website / Device
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: <https://bcn.burda.de/werbeloesungen/digital/werbeformate/>

Showroom for ad formats: <https://bcn.burda.de/werbeloesungen/digital/werbeformate/>

Delivery of advertising media to: bcn.campagining@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.