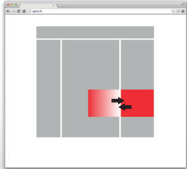


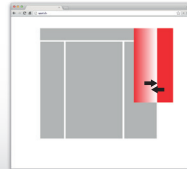
## IAB STANDARDS

**MEDIUM RECTANGLE**



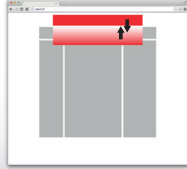
TKP CHF 45\*

**SKYSCRAPER**



TKP CHF 45\*

**LEADERBOARD**

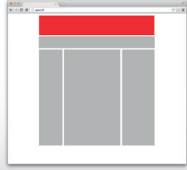


TKP CHF 45\*

\* Preis Expandable Version: +30% vom TKP

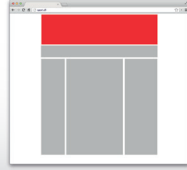
## ATTENTION

**MAXIBOARD**



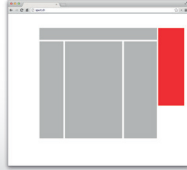
TKP CHF 45

**WIDEBOARD**



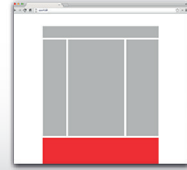
TKP CHF 45

**HALFPAGE AD / WIDE SKY**



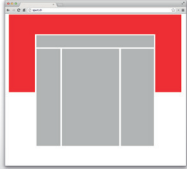
TKP CHF 45

**FLOOR AD**



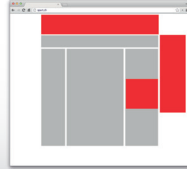
TKP CHF 60

**ROADBLOCK**



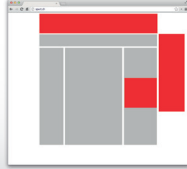
TKP CHF 75

**TANDEM AD (2 aus 3)**



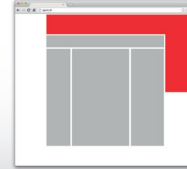
TKP CHF 65

**TRIPLE AD**



TKP CHF 75

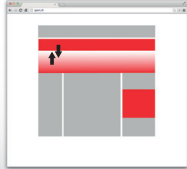
**WALLPAPER**



TKP CHF 65

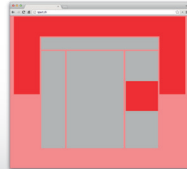
## BRANDING

**PENCIL AD**



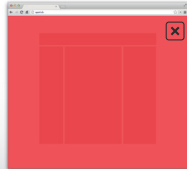
NACH ABSPRACHE

**BRANDING DAY**



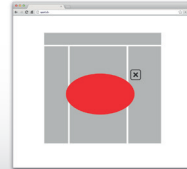
PRO TAG CHF 4.000

**PRESTITIAL / INTERSTITIAL**



TKP CHF 100

**FLOATING AD**



TKP CHF 90

## AD PACKAGES

MASTER POOL DIGITAL	CPM	Potential p.W.	AD PACK 25 (25% SOV)			AD PACK 50 (50% SOV)		
			Ais	Price	CPM	Ais	Price	CPM
Leaderboard / Medium Rectangle	45	1.900.000	475.000	18.525	39	950.000	32.300	34
Skyscraper	45	1.300.000	325.000	12.675	39	650.000	22.100	34
Wallpaper	65	1.300.000	325.000	18.525	57	650.000	31.850	49
FOOTBALL POOL DIGITAL	CPM	Potential p.W.	AD PACK 25 (25% SOV)			AD PACK 50 (50% SOV)		
Leaderboard / Medium Rectangle	45	646.000	161.500	6.622	41	323.000	12.274	38
Skyscraper	45	442.000	110.500	4.531	41	221.000	8.398	38
Wallpaper	65	442.000	110.500	6.520	59	221.000	12.155	55