

Tarifas Axel Springer 2019

PLATFORM	PLACEMENT	SIZE	GROSS CPM
ROS Standard Banners (CPM)			
Multidevice	Standard Banners	Desktop: 300x250, 300x600, 728x90; Smartphone: 300x250, 320x50; Tablet: 300x250, 300x600, 728x90	
		Brand day	* consultar
		300x250	€ 50,00
		Native Promotional Unit	€ 80,00
		Video / :15 Pre-Roll/Inread	€ 80,00
Desktop Only		980x250, 300x600, 300x250, 728x90	
		980x250	€ 70,00
		300x600	€ 70,00
		300x250	€ 50,00
		728x90	€ 50,00
		SKIN*consultar 1200X1000-1600X1200-1600X1000	€ 90,00
		Native Promotional Unit	€ 80,00
		Video / :15 Pre-Roll	€ 80,00
Mobile/Smartphone Only		300x250, 320x50, 320x100	€ 70,00
		300x250, 300x600	€ 70,00
	300x250	€ 50,00	
	300x600	€ 70,00	
	AMP: 300x600, 300x250	€ 70,00	
	Native Promotional Unit	€ 80,00	
	Video / :15 Pre-Roll	€ 80,00	
Takeover (SOV 100%)			
Cross-Platform	Takeover	Skin + Mega	€ 110,00
Contextual Targeting			
Cross-Platform	Contextual Targeting	Desktop: 300x250, 300x600, 728x90; Smartphone: 300x250, 320x50; Tablet: 300x250, 300x600, 728x90	Consult Partner for TO formats
Audience Targeting			
Desktop Only	Audience Targeting	various	Consult Partner for TO formats