

# REGIO TARGETING

1

## REGIO STANDARD

Ex. Playout throughout Hamburg

Playout in predefined regions:

- 80 largest cities
- All federal states

And an advertising medium



2

## REGIO FLEX

Ex. Playout in individual postcode areas in Hamburg

A regional advertisement for every postcodes

Postcode Liste with playout area



3

## REGIO PLUS

Ex. Playout in individual postcode areas in Hamburg with different advertisements

1 Creative pro postcode

Postcode Liste with playout area

# REGIO STANDARD

1

Targeted, regionalised advertising in *predefined cities or one/several federal states with one advertising medium*

Non-Consent & Cookieless: Regional performance with high scaling Addressing down to the 5th postcode digit

Formats: freely selectable

Placement: ROP

Gross CPM: 10€<sup>1</sup> surcharge on your volume booking

FIND EVERYONE EVERYWHERE!

+80% Uplift  
CTR against  
Peers<sup>2</sup>

BAVARI  
A

<sup>1</sup>discountable <sup>2</sup>Average values for campaigns from the industry from 2020-2022 Q1

# REGIO FLEX 2

Targeted, regionalized advertising targeting in any zip code area with a regionalized advertising medium.

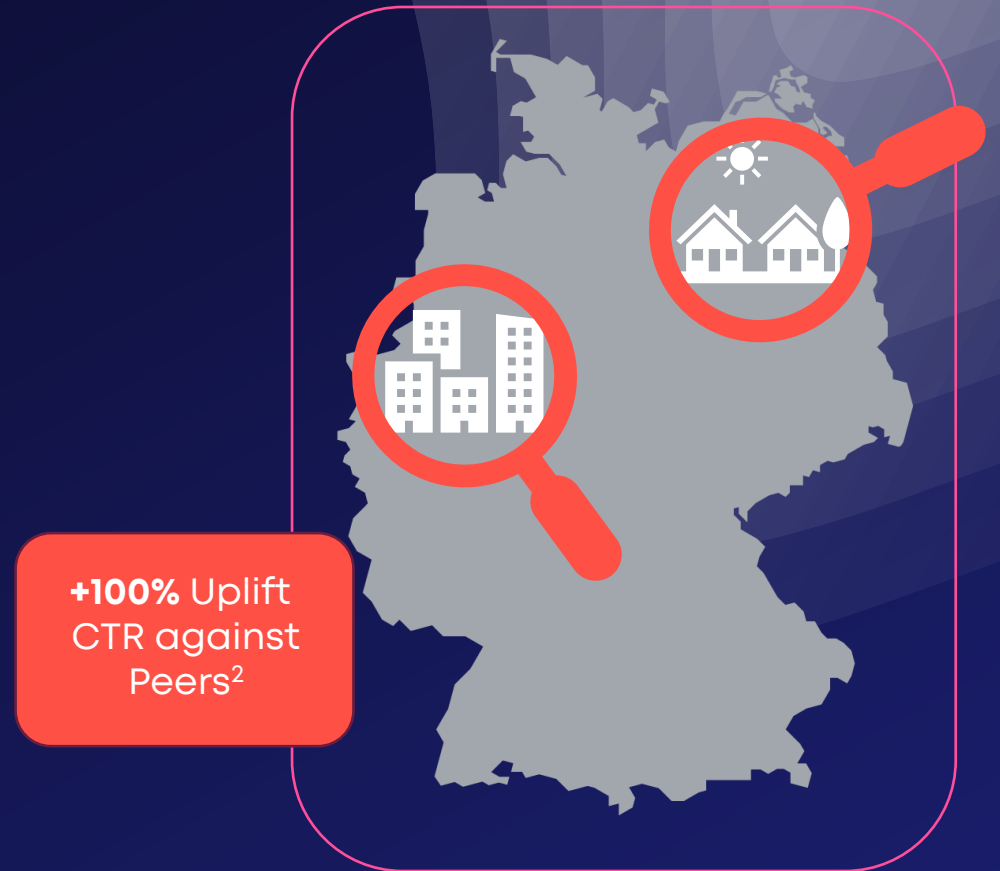
Non-Consent & Cookieless: Regional performance with high scaling Addressing down to the 5th zip code digit.

**Formats:** freely selectable

**Placement:** ROP

**Gross CPM:** 20€ surcharge on your volume booking

FIND EVERYONE EVERYWHERE!



<sup>1</sup>discountable <sup>2</sup>Average values for campaigns from the industry from 2020-2022 Q1

# REGIO PLUS **3**

Targeted, regionalised advertising in any postcode area with a high number of individualised advertising media

Non-Consent & Cookieless: Regional performance with high scaling Addressing down to the 5th postcode location

**Formats:** freely selectable

**Placement:** ROP

**Gross CPM:** 30€ surcharge on your volume booking

FIND EVERYONE EVERYWHERE!



<sup>1</sup>discountable <sup>2</sup>Average values for campaigns from the industry from 2020-2022 Q1