

YOUR HIGH-REACH PLACEMENT IN THE MI PORTFOLIO

NET REACH RUN

7 mio. Als
FC 1 / day



Please click for preview



Please scan for preview

Maximum net reach with minimum wastage!

Functionality: Fixed placement with guaranteed reach of 7 million Als / day (FC= 1) in the entire Media Impact portfolio; high level of engagement thanks to large-format advertising media; regardless of whether access via homepage, social media or search engine

Booking options: RoN Fixed placement¹

Note: Duration 1 day

Format	Net Reach Run ²
Basic: Stationär: Wallpaper / Billboard / (Dynamic) Sitebar Mobile (MEW + App): Medium Rectangle / Cube Ad (MMR)	Guarantee: 7 mio. Als (FC=1) 91.000 € gross
Deluxe: Stationär: TwoFace Ad / Double Dynamic Sitebar Mobile (MEW + App): TwoFace Ad (Interscroller) / Interscroller / Cube Ad (MMR) / Medium Rectangle	Guarantee: 7 mio. Als (FC=1) 105.000 € gross

¹) Depending on availability, ployout takes place on article pages throughout the Media Impact portfolio

²) MI reserves the right to postpone booking | No targeting possible | Subject to current availability in Q4 | Booking and acceptance in Q4 2024 and 2025 requires approval by Media Impact | Cannot be accepted within Black Week

Source: Own AdServer

Technical specifications of the advertising formats and dimensions can be found at <https://www.mediaimpact.de/de/digital-formate>All prices are (unless otherwise stated) CPM or fixed prices, less usual discounts and AE, plus VAT. | Errors and omissions excepted. | MI reserves the right to postpone bookings.