

ROADBLOCKS

The biggest reach in Germany

impassioned by

media **impact**—



AdAlliance

media **impact**—

ROADBLOCKS 2024

Use our roadblocks to occupy the **strongest digital environments** in Germany! From decision-makers to car enthusiasts, **we reach your target group!**

Roadblocks: Entscheider, All Germans (Display & Video), Mobility, EM, Lifestyle

Guaranteed reach: up to **27.4 million** impressions

Attention-grabbing formats: Sticky Dynamic Sitebar + Content Ad 2:1 / Video Wall + Video Content Ad 2:1

Optimum visibility: Fixed placement in the immediately visible area on Germany's largest digital brands **Guaranteed ad impressions / day**

Can also be booked **programmatically!**

Media Impact acts as a service provider of the Ad Alliance. In the case of a booking, the corresponding GTC apply to the Ad Alliance part. The booking for the Ad Alliance part is made with Ad Alliance.

Up to **27,4 million**
guaranteed ad impressions / day



ENTSCHEIDER DISPLAY ROADBLOCK

11,040,000

guaranteed ad impressions / day

Reach the target group of **decision-makers** with our strong brands! Be fixed placed for one day with the attention-grabbing formats Sticky Dynamic Sitebar and Content Ad 2:1!

MEDIA IMPACT

WELT BUSINESS INSIDER

finanzen.net

AD ALLIANCE

stern Capital ntv

Total occupancy

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ALL GERMANS DISPLAY ROADBLOCK

27,375,000

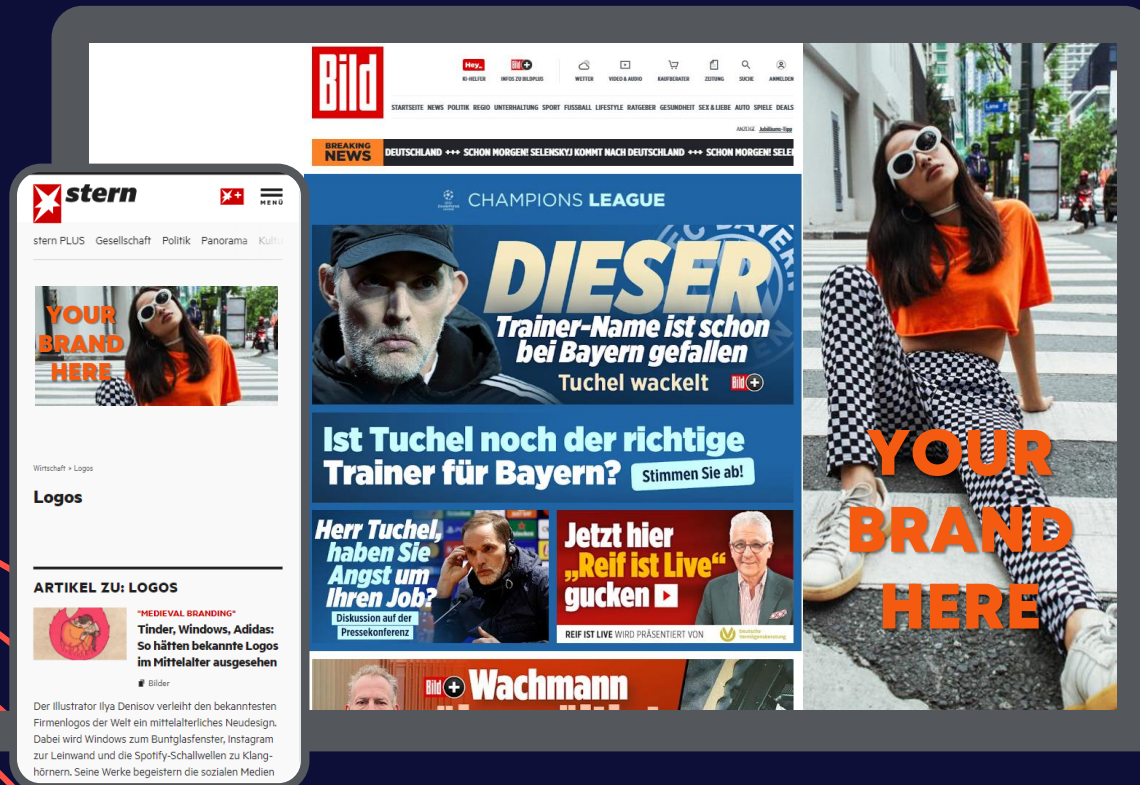
guaranteed ad impressions / day

Take over the **strongest homepages in Germany!** With the Sticky Dynamic Sitebar and the Content Ad 2:1 you have the perfect daily fixed placement to ensure your campaign gets the attention it deserves.

MEDIA IMPACT



AD ALLIANCE



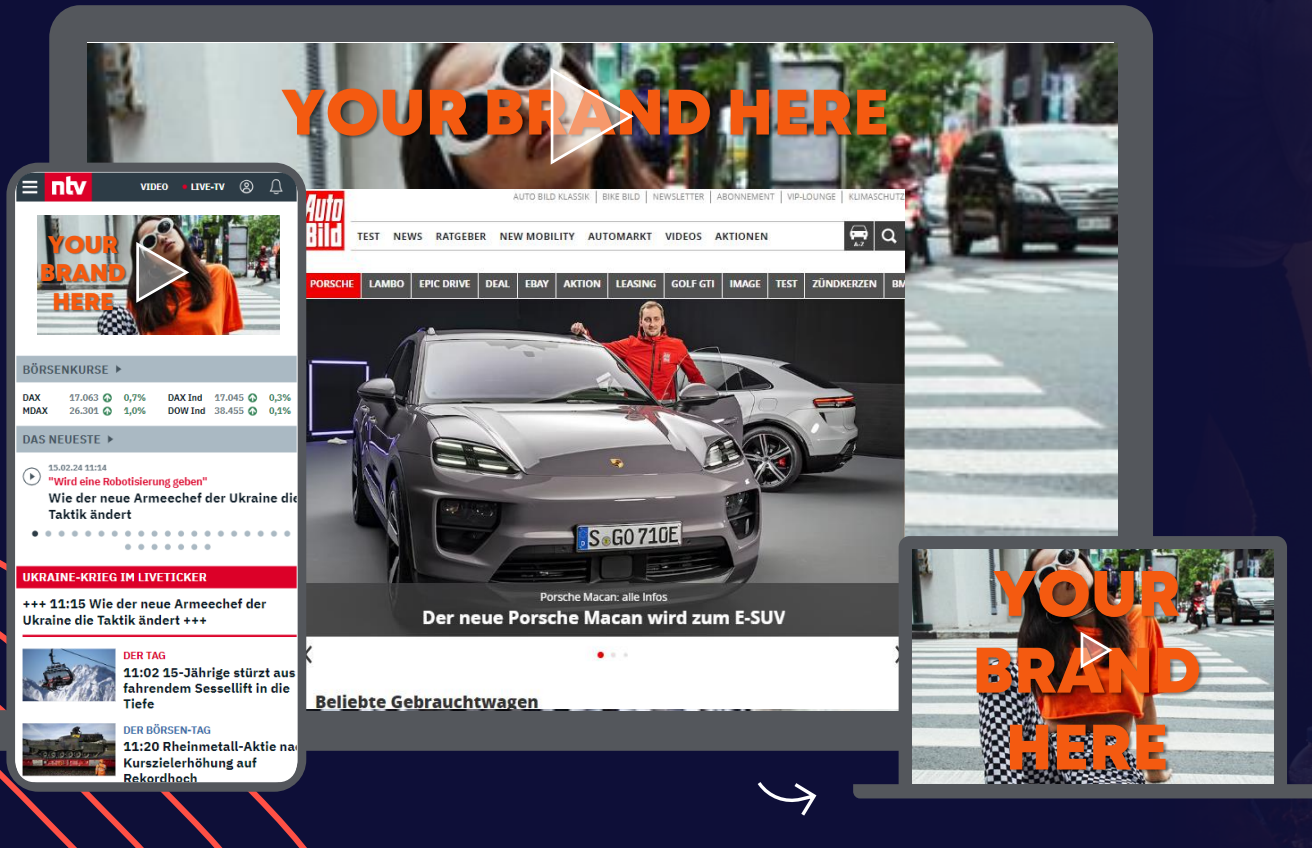
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ALL GERMANS VIDEO ROADBLOCK

27,375,000

guaranteed ad impressions / day

Create emotions and impress Germany with your video premiere! With the Video Wall and the Video Content 2:1 you are placed on the strongest websites in Germany for one day.



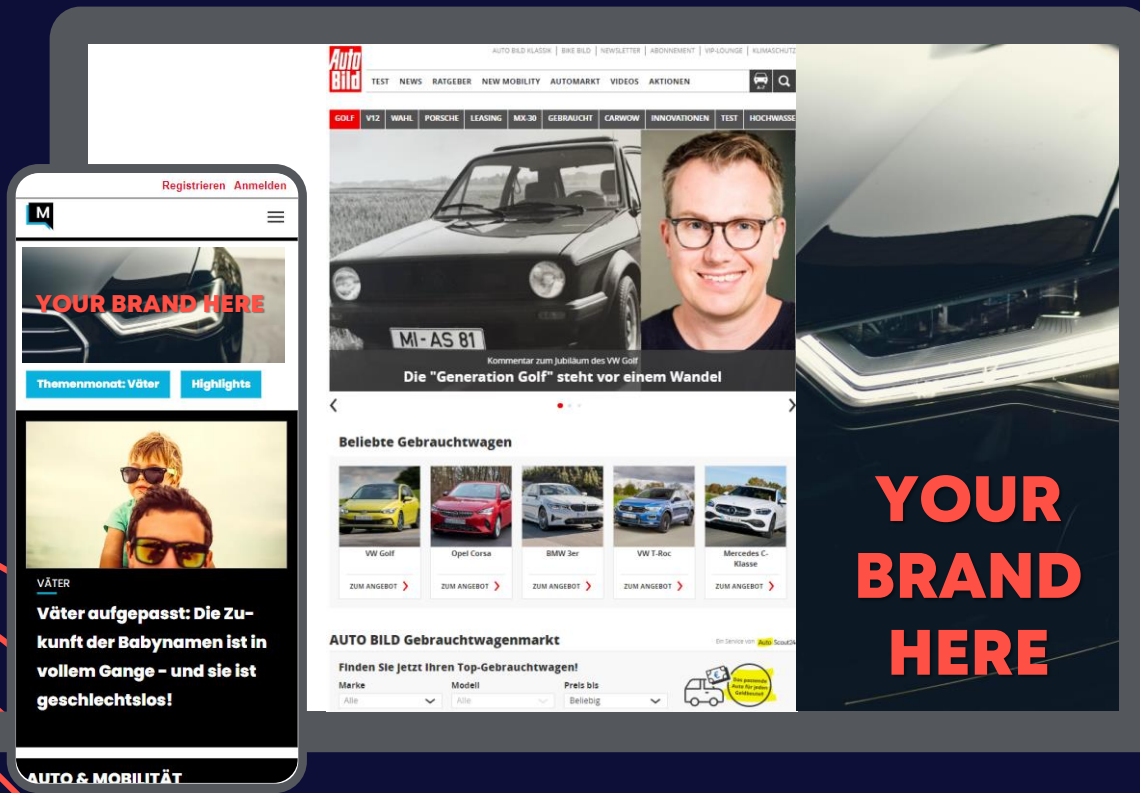
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MOBILITY DISPLAY ROADBLOCK

1,449,000

guaranteed ad impressions / day

Reach **car enthusiasts** in Germany! We place you for one day with the Sticky Dynamic Sitebar and the Content Ad 2:1 with our car-loving brands.



MEDIA IMPACT



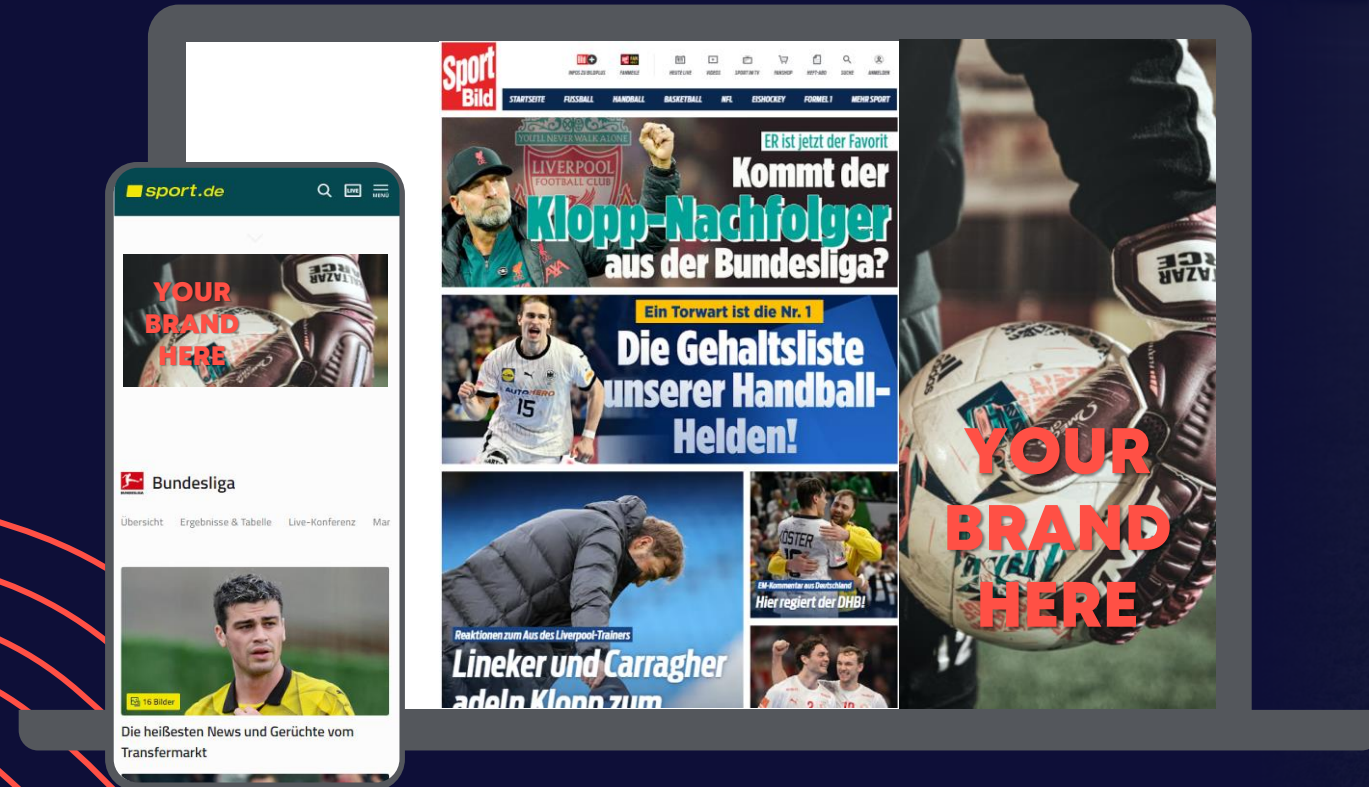
Topic Run Auto & Service

AD ALLIANCE



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EM DISPLAY ROADBLOCK



4,073,000

guaranteed ad impressions / day

Full sports enthusiasm in one day: Reach Germany's **football fans** with the Sticky Dynamic Sitebar and the Content Ad 2:1 prominently on our sports-related websites.

MEDIA IMPACT



AD ALLIANCE



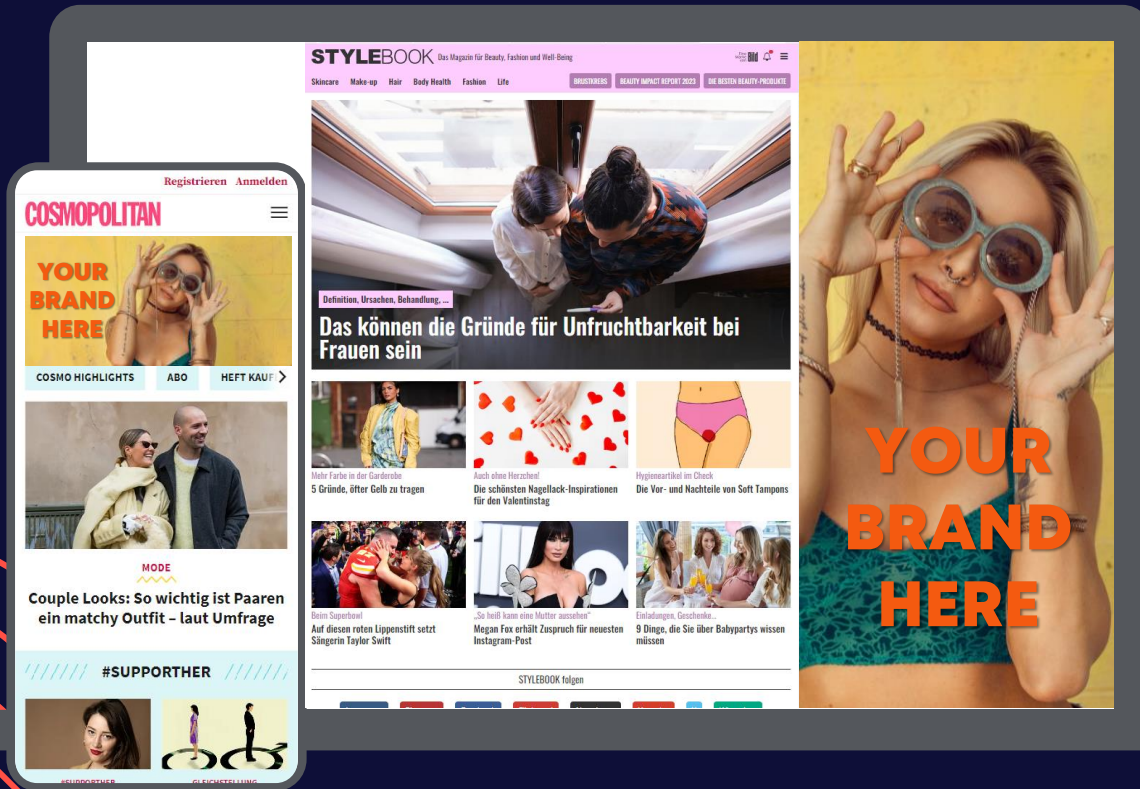
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LIFESTYLE DISPLAY ROADBLOCK

1,454,000

guaranteed ad impressions / day

The best way to reach the **lifestyle community** is with our brands! Present yourself to your target group for one day with the Sticky Dynamic Sitebar and the Content Ad 2:1.



MEDIA IMPACT



AD ALLIANCE



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