

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 placement<sup>1</sup>

**Note:** Duration 1 day



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

<sup>1</sup>) Depending on availability, payout takes place on article pages throughout the Media Impact portfolio  
<sup>2</sup>) 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.