

# MOBILE CLICK & SWIPE



## The advertising medium with a surprise effect

**How it works:** Advertising material consists of a medium rectangle; on click a banner opens, consisting of 3 creatives, which can be controlled automatically and on user interaction by swiping

**Booking options:** RoS & Custom, RoC and RoP

**Notes:** Not InApp bookable; no video integration; no long animations; in combination with any stationary format also multiscreen bookable

Format	RoS & Custom	RoC	RoP
Mobile Click & Swipe	92 €	82 €	77 €

DISPLAY ROP - incl. a targeting of your choice (options: Socio, Regio Standard, Contextual, Combi Interest+Contextual), further targetings additive (see targeting price list)  
 Technical specifications of the advertising formats and dimensions can be found at <https://www.mediaimpact.de/en/digital-formats>  
 All prices are (unless otherwise stated) CPM or fixed prices, less usual discounts and AE, plus VAT. | Errors and omissions excepted.