



Banner formats	Placement (max. 2 rotations possible)	Size in pixel (w x h)	Price per month
Medium Rectangle	In the content, position 6, 8 or 10	300 x 250	€ 880.--
Vertical Rectangle	In the content, position 6, 8 or 10	300 x 400	€ 880.--
Full Banner	In the content, position 5, 7 or 9	468 x 60	€ 780.--
Leaderboard	Exterior position 1 or in the content, position 2 or 16	728 x 90	€ 980.--
Billboard (expandable)	In the content, position 2	970 x 250 970 x 250 -> 400	€ 1,080.-- (+ € 50.-- expandable)
Wide Skyscraper*	Exterior position 3a, 3b, 4a or 4b	160 x 600	€ 880.--
Sidekick Ad*	expandable Wide Skyscraper	160 -> 400 x 600	€ 980.--
(Double) Sitebar	Exterior position 3a, 3b, 4a or 4b	(2x) 300 x 600	€ 880.--/€ 1,380.--
Hockey Stick	Exterior position 1 and 4a, Background colouring as wallpaper possible	728 x 90 + 160 x 600	€ 1,380.--
Slide Channel	Hockey Stick with expandable Wide Skyscraper	728 x 90 + 160 -> 400 x 600	€ 1,680.--
Fireplace Ad	Exterior position 1, 3a and 4a	160 x 600 left + right and 1,040 x 90 top	€ 1,980.--
Skyline Ad	Exterior position 3a and 4a and in the content, position 2	2x 160 x 600 + 970 x 250	€ 1,980.--
Welcome Ad	Center above the start page (layer)	640 x 480	€ 1,780.--
Banderole Ad	Center across the whole width (layer)	1,000 x 250	€ 1,380.--



For mobile devices:
Please provide mobile ad in 6:1 (300 x 50 px) and in 2:1, (300 x 150 px) in addition.



Note: A processing fee of 50.-- Euro applies for the delivery of physical HTML5 advertising media (hosting on our ad webserver).

*Also bookable with sticky function (Skyscraper moves along the screen when the website is scrolled and always remains visible to the reader) with 25% surcharge.



Banner positions on Homepage

Position 1 Leaderboard

Position 2 Billboard (also expanding) Leaderboard

Position 3a Sidekick Ad expanding
Wide Skyscraper
Double Sitebar

Position 3b Wide Skyscraper

Position 4a Wide Skyscraper
Double Sitebar
Sidekick Ad expanding

Position 4b Wide Skyscraper
(also with sticky function)

Position 16 Leaderboard

Native Ad Teaser 1

Native Ad Teaser 2

Native Ad Teaser 3

Position 5 Fullbanner

Position 6 Medium Rectangle
Vertical Rectangle

Banner positions on article page

Position 1 Leaderboard

Position 2 Billboard (auch expandierend) Leaderboard

Position 3a Sidekick Ad expanding
Wide Skyscraper
Double Sitebar

Position 3b Wide Skyscraper

Position 4a Wide Skyscraper
Double Sitebar
Sidekick Ad expanding

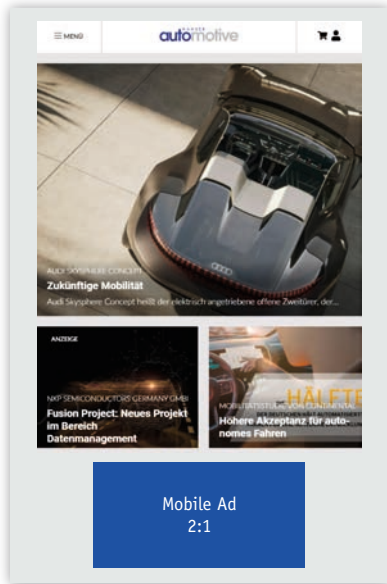
Position 4b Wide Skyscraper
(also with sticky function)

Position 6 Medium Rectangle
Vertical Rectangle

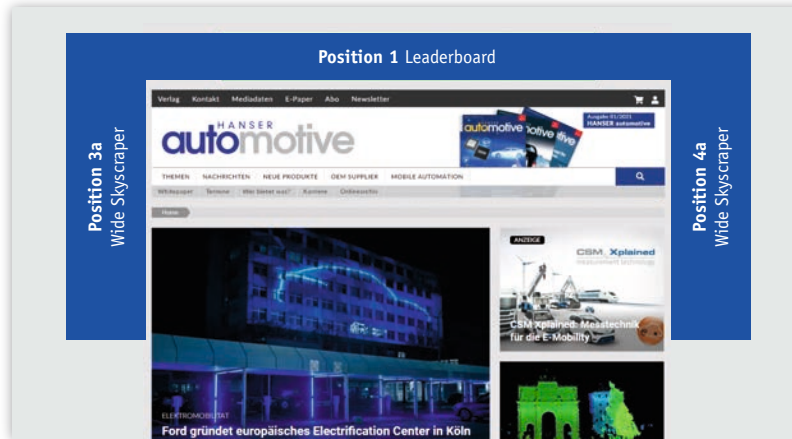
Effizientes Datenmanagement



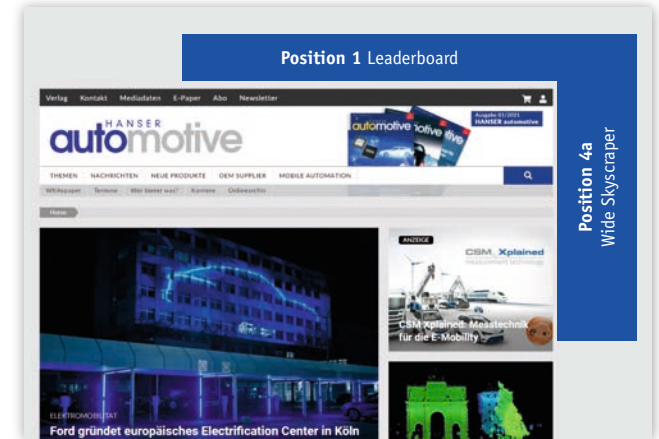
Mobile Ad



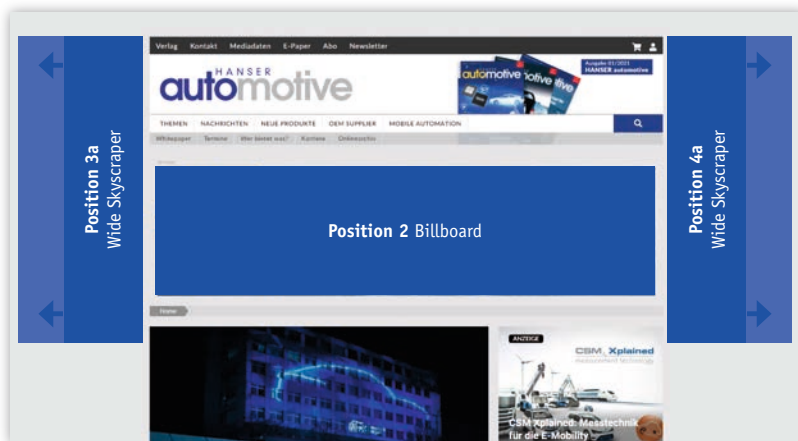
Fireplace Ad



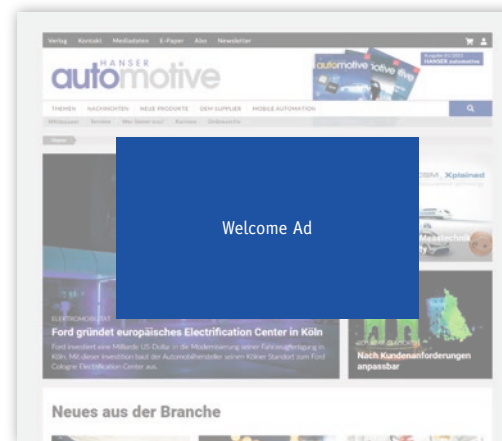
Hockey Stick



Skyline Ad



Welcome Ad



Banderole Ad

