



Banner format	Placement (max. 2 rotations possible)	Size in pixels (w × h)	Price per month
Medium Rectangle	In the content, position 6, 8 or 10	300 × 250	€ 855.--
Vertical Rectangle	In the content, position 6, 8 or 10	300 × 400	€ 855.--
Full Banner	In the content, position 5, 7 or 9	468 × 60	€ 805.--
Leaderboard	Exterior, position 1 or in the content, position 2 or 16	728 × 90	€ 905.--
Billboard (expanding possible)	In the content, position 2	970 × 250 970 × 250 -> 400	€ 1,320.-- (+ € 70.-- for expanding)
Wide Skyscraper*	Exterior, position 3a, 3b, 4a or 4b	160 × 600	€ 805.--
Sidekick Ad*	expanding Wide Skyscraper	160 -> 400 × 600	€ 1,215.--
(Double) Sitebar	Exterior, position 3a, 3b, 4a or 4b	(2x) 300 × 600	€ 960.--/€ 1,525.--
Hockey Stick	Exterior, positions 1 and 4a, background colouring as wallpaper possible	728 × 90 + 160 × 600	€ 1,320.--
Slide Channel	Hockey Stick with expanding (wide) Skyscraper	728 × 90 + 160 -> 400 × 600	€ 1,630.--
Fireplace Ad	Exterior, positions 1, 3a and 4a	160 × 600 left + right and 1,040 × 90 above	€ 1,525.--
Skyline Ad	Exterior, positions 3a and 4a as well as in the content, position 2	2 × 160 × 600 + 970 × 250	€ 3,350.--
Welcome Ad	Central above start page (layer)	640 × 480	€ 1,320.--/14 days
Banderole Ad	Central across the whole width (layer)	1,000 × 250	€ 1,650.--



**For mobile devices:** Please provide mobile ad 300 × 50 px (6:1) or 300 × 150 px (2:1) 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 edge of the screen when the website is scrolled and always remains in the visible area) 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 (also expanding) Leaderboard

**Position 3a** Sidekick Ad expanding  
Wide Skyscraper  
Double Sitebar

**Position 3b** Wide Skyscraper

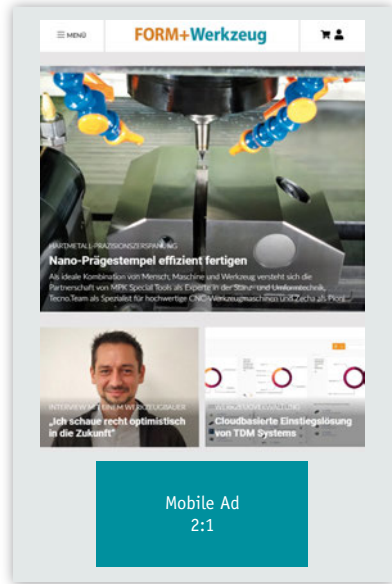
**Position 4a** Wide Skyscraper  
Double Sitebar  
Sidekick Ad expanding

**Position 4b** Wide Skyscraper  
(also with sticky function)

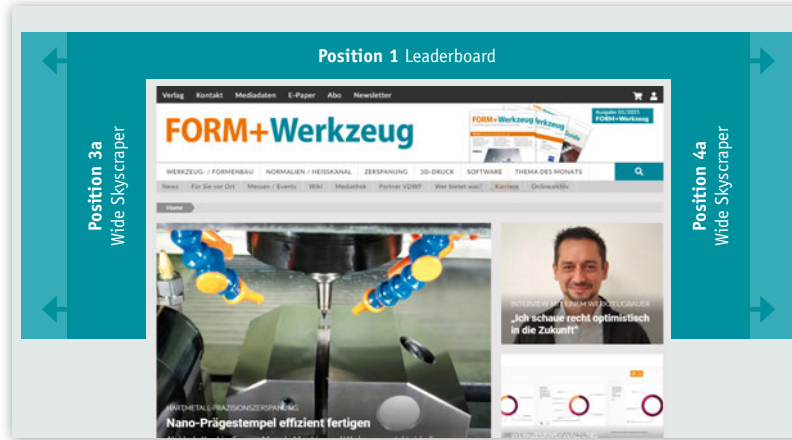
**Position 6** Medium Rectangle  
Vertical Rectangle



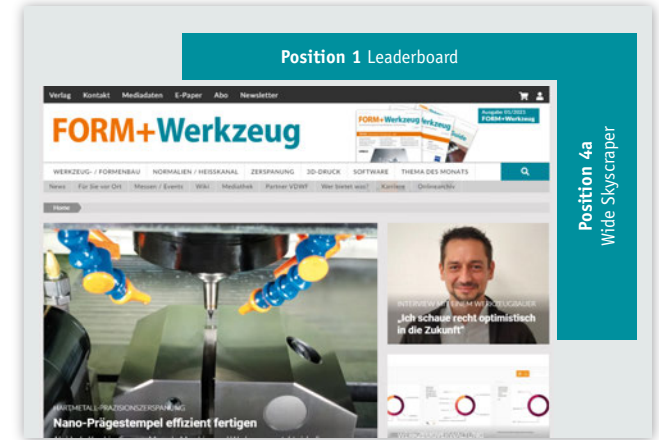
## Mobile Ad



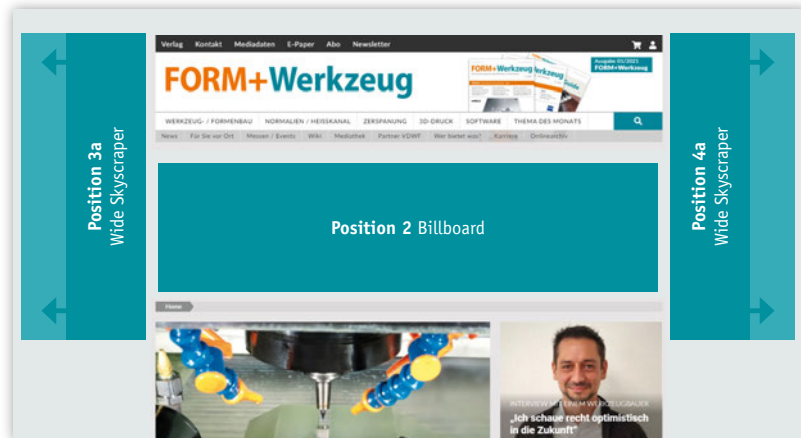
## Fireplace Ad



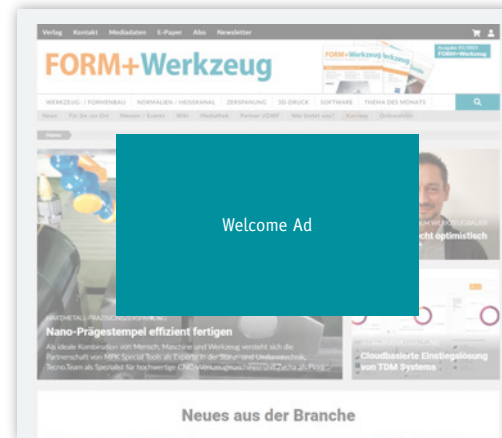
## Hockey Stick



## Skyline Ad



## Welcome Ad



## Banderole Ad

