


















# Rate Card – Programmatic 2023

## Formats



Format	Device	Sizes	Private Auction		Programmatic Guaranteed	
			Floor Price	Floor Price Luxury	Fix Price	Fix Price Luxury
AdBundle	 Multiscreen	120x600, 160x600, 728x90, 300x250				
Halfpage Ad	 Multiscreen	300x600				
Billboard	 Desktop	970x250, 800x250				
Sitebar	 Desktop	300x600				
Native Ads	 Mobile	300x250, 728x90, 320x100, 300x600				
Mobile Understitial / Interscroller	 Mobile	1000x1 (320x480)				
Mobile Medium Rectangle	 Mobile	300x250				
Mobile Content Ad 2:1	 Mobile	300x150			CPMs upon request	
Mobile Content Ad 4:1	 Mobile	300x75, 320x75				
Mobile Content Ad 6:1	 Mobile	300x50, 320x50				
Pre-Roll	 Multiscreen	Video				
Outstream	 Multiscreen	Video				
Video Network (Glomex) Pre-Roll / Mid-Roll	 Multiscreen	Video				
Video Network (Glomex) Outstream	 Multiscreen	Video				
Hero Ad	 Multiscreen	1000x450, 728x50, 320x450				
Adnami Midacroll	 Multiscreen	Desktop: 1000x1 / Mobile: 1000x1				
Adnami Topscroll	 Multiscreen	Desktop: 799x250 / Mobile: 299x100				

\* Nur auf Elle.de, Esquire.de, Freundin.de, Harpersbazaar.de, Instyle.de, Sportsillustrated.de, Playboy.de verfügbar.

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## Targeting

1st Party		
Options	Description	CPM*
<b>SmartContextual IAB+</b>	<ul style="list-style-type: none"> <li>IAB Taxonomy 2.2</li> <li>Custom Keywords (e.g. Sustainability)</li> </ul>	Price upon request
<b>SmartAudience IAB+</b>	Mapping of >150 interests through semantic analysis of the user's reading behaviour	Price upon request
<b>Technical</b>	Website-Segment, Browser, Geo, Device, Day-Parting, Viewability	free
<b>SmartAudience Demographic</b>	Age, Gender, Net Income, Family Status	Price upon request
SmartAudience Persona	Foodie, Fashionette, Gardening Lover etc.	Price upon request
<b>Customized</b>	Creation of client specific segments	Price upon request
<b>(Soon)</b>		
<b>Cookieless Targeting Segments</b>		

Other Targeting Possibilities		
Data Provider	Options	CPM*
 	<ul style="list-style-type: none"> <li>Socio-demographic</li> <li>Purchase Intend</li> <li>Persona</li> <li>Interest</li> <li>Custom Audiences</li> <li>Etc.</li> </ul>	Price upon request