

One size fits all

This is the perfect combination of advertising media if you want to reach desktop and mobile users!

Format group	Format	RON	RON Select/ROS	ROS Select*
Classic Ads	 +  Medium Rectangle 300x250	€ 15.-	€ 25.-	€ 35.-
	 +  Superbanner 728x90			
Large Ads	 +  Halfpage Ad 300x600 (mobile parallax-Effect/Understitial on possible when delivered as JPEG, GIF or PNG)	€ 30.-	€ 40.-	€ 50.-
	 +  Sitebar 300x600 scalable + Halfpage Ad mobile (mobile Parallax-Effect/Understitial possible)			
Special Ads	 +  In-Image Ad	€ 10.-	€ 13.-	€ 15.- NEW
Event Ad	 +  Calendar Ad	-	€ 55.-	€ 65.-
		+ € 35.- production costs		
Pre-/ Post-Roll	 +  up to 10 Sec. up to 20 Sec. up to 25 Sec.	€ 60.- € 70.- € 80.-	on request	on request
Inread	 +  up to 10 Sec. up to 20 Sec. up to 25 Sec.	€ 35.- € 45.- € 55.-	€ 45.- € 55.- € 65.-	€ 55.- € 65.- € 75.-

For excluding any mobile device we charge a surcharge of € 10,- on the gross CPM.

Production costs and performance budget can not be discounted.

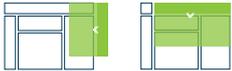
*Please note that boerse-express.com is only bookable on the terms of ROS Selcet prices for single bookings.

Standard desktop ads

Format group	Format	RON	RON Select/ROS	ROS Select*
Classic Ads	 Skyscraper 160x600	€ 25.-	€ 35.-	€ 45.-
	 Medium Rectangle 300x250			
Large Ads	 Superbanner XL 960x100	€ 30.-	€ 40.-	€ 50.-
	 Billboard 950x250			
	 Expandable Ad, up to 400px size			
	 Filmstrip Ad 300x600			
	 Portrait Ad 300x600			
	 Sitebar 300x600 scalable	€ 40.-	€ 50.-	€ 60.-
	 Halfpage Ad 300x600			

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Sonderformat desktop ads

Format group	Format		RON	RON Select/ROS	ROS Select*
XL Ads		L-Ad (Superbanner or Superbanner XL + Skyscraper or Sitebar) Floor Ad 960x100	€ 40.-	€ 50.-	€ 60.-
		Flap Ads with overlays up to 400px size Combi (2 Classic Ads at the same time)			
		Maxi Floor Ad (100% screen width)	€ 50.-	€ 60.-	€ 70.-
Fullsite Branding Classic		UAP-Format + Sitebar	-	€ 90.-	€ 100.-
		Fireplace-Ad/U-Ad	-	-	€ 100.-
Fullsite Branding Premium		UAP-Format + Sitebar + background- and/or navicolouring + opt. flap effects	-	-	€ 120.-
		Fireplace-Ad/U-Ad + background- and/or navicolouring + opt. flap effects			
Interstitials Overlays		Format on request	€ 130.-	€ 140.-	€ 150.-

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Video ads

Format group	Format		RON	RON Select/ROS	ROS Select*
Pre-/ Post-Roll		up to 10 Sec. up to 20 Sec. up to 25 Sec.	€ 70.- € 80.- € 90.-	on request	on request
Inread		up to 10 Sec. up to 20 Sec. up to 25 Sec.	€ 45.- € 55.- € 65.-	€ 55.- € 65.- € 75.-	€ 65.- € 75.- € 85.-
Video Vignette		up to 10 Sec. up to 20 Sec. up to 25 Sec.	€ 35.- € 45.- € 55.-	€ 45.- € 55.- € 65.-	€ 55.- € 65.- € 75.-
Vertical Video Interstitial		up to 25 Sec.	-	€ 50.-	€ 65.-
Video Inline		up to 25 Sec.	€ 25.-	€ 35.-	€ 45.- NEW
Video Floor Ad		up to 25 Sec.	-	€ 60.-	€ 70.-
Video Fold		up to 25 Sec.	-	€ 90.-	€ 100.-
Video Screening		up to 10 Sec. up to 20 Sec. up to 25 Sec.	- - -	€ 90.- € 100.- € 110.-	€ 100.- € 110.- € 120.-
Video production	The sd one video team produces corporate videos, event videos, training videos and product videos. The video production comprised conception, text, days of shooting, post-production/editing, voice-over, etc., and is offered according to effort.				

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Standard mobile ads

Format group	Format		RON	RON Select/ROS	ROS Select*
Small Ads		MMA-Banner 300x50, 320x50	€ 10.-	€ 20.-	€ 30.-
Classic Ads		Sticky Banner 300x50, 320x50	-	€ 30.-	€ 40.-
		Medium Rectangle 300x250	-	€ 35.-	€ 45.-
		Superbanner 728x90	-		
Large Ads		Parallax/Understitial 300x600	-	€ 40.-	€ 50.-
Special Ads		Slideshow Ad	€ 30.-	€ 40.-	€ 50.-
		Cube Ad	-	€ 50.-	€ 65.-
		Interstitial	-		
		Promotion Ad		CPC € 1.50 + € 35.- production costs	
ePaper		Full Page Ad	-	on request	on request

*Please note that boerse-express.com is only bookable on the terms of ROS Select prices for single bookings.

Native ads

Format group	Format		RON	RON Select/ROS	ROS Select*
Newsletter		Picture-text combination in the look & feel of the newsletter of the carrier medium		TAP (Thousand-send-price) € 40.- + € 35.- production costs per portal	
Sitelink/ Content Teaser	 + 	Picture-text combination in the look & feel of the website of the carrier medium	-	€ 30.-	€ 40.-
Advertorial	 + 	A text you provide will be published on a selected portal and with Sitelinks (Media budget) promoted.	-	€ 30.-	€ 40.-
				+ € 140.- production costs per portal	
Advertorial-Special	 + 	A series of your texts will be published on a portal you have selected.			
		The price example includes the following services: 1. Setup, production, implementation and reporting + Setup of 3 posts and 3 content teasers 2. Media budget + promoting of the contribution with the content teaser, 150,000 Ad Impressions			up to € 4,920.-
Advertorial Add-ons		The following features can be integrated on the basis of an advertorial: Form, voting, visuals, uploads, survey, SnapShotBoard, quiz, producttest, type test			on request

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Sponsored Content

Format group	Format	Price
Sponsored Story Performance	<p>A customer-specific topic is prepared by the special editorial team and published on a defined portal. The article is distributed over several channels, for example with a facebook post on the fanpage of the booked portal.</p> <p>The price example includes the following services:</p> <ol style="list-style-type: none"> 1. Setup, production, implementation and reporting 2. Performance budget + guaranteed 2,000 Unique Clients on the articles 	up to € 6,110.-
Topic special	<p>Several contributions to a customer-specific topic are written by the special editor and published on a defined portal. The contributions are distributed via various Native Ad Units from our performance network and classical formats.</p> <p>The price example includes the following services:</p> <ol style="list-style-type: none"> 1. Setup, production of 5 articles and 5 content teasers, 3 advertorials, creation of advertising materials, insights and final reporting 2. Performance budget + guaranteed 10,000 Unique Clients on the articles of the topic special 3. Media budget + promoting of the story through content teaser, billboard and header banner, 540,000 Ad Impressions 	up to € 42,665.-
Dossier Styria	<p>A series of customer-specific content is edited and published as a dossier (longread). The dossier is advertised via our performance network.</p> <p>The price example includes the following services:</p> <ol style="list-style-type: none"> 1. Setup, content-, dossier- & creation of advertising materials, insights and final reporting 2. Performance budget + guaranteed 10,000 Unique Clients on the dossier 3. Media budget + promoting of the dossier with co-branded content teaser, billboard and header banner, 700,000 Ad Impressions 	up to € 50,755.-
Special content	In addition to the editorially researched text contribution, we can conceive and implement photostreams, video production and infographics. Likewise, cooperations with bloggers and vloggers are possible.	on request

Production costs and performance budget can not be discounted.

Content Marketing

Together with our customers, we develop a content strategy and implement it with an effective distribution plan. For this, we use our team's versatile know-how, consisting of special editors as experts for text and visualization, experienced web developers, media-professionals and experienced project managers.

Format group	Format	Price
Dossier	<p>The dossier is a journalistic representation form, which enables the preparation of a special topic on a responsive programmed microsite without subressorts. This special page is designed with a strong visual focus and filled with articles as well as multimedial content (videos, photos, graphics, etc.). A golden thread runs through the content, which is reflected in all elements. The content is published on a newly created portal with its own URL. (No Styria carrier medium)</p> <p>The price example includes the following services:</p> <ol style="list-style-type: none"> 1. Setup, content-, dossier- & creation of advertising materials, insights and final reporting 2. Performance budget + guaranteed 10,000 Unique Clients on the dossier 3. Media budget + promoting of the dossier with co-branded content teaser, billboard and header banner, 700,000 Ad Impressions 	up to € 50,755.-
Special content	In addition to the editorially researched text contribution, we can conceive and implement photostreams, video production and infographics. Likewise, a cooperation with bloggers and vloggers is possible.	on request

Production costs and performance budget can not be discounted.

Data-Driven-Marketing

Standard Audiences

Selection from the Audience Portfolio.
A combination of more than three audiences will be charged a setup fee of € 450.-.
A portal selection is handled like additional criteria.

RON Select: booking in the whole network with audience selection

ROS Select: booking of a selected website with audience selection

Customized Audiences

+ Customized audiences for the achievement of customer-specific goals like new customer generation, increase of the brand name impact.
+ Lookalikes
+ sd one-to-Facebook Audience Push
Add-on: Integration of customer data

Setup fee: € 450.-
Presentation see standard audiences or data-only

Data-only

+ Booking of specific audiences without inventory of sd one, placement in the www
+ Costs for the technical creation of the data transfer are billed once per Demand Side Platform (DSP)
+ Variable costs are calculated by a (commercial) month and are valid for:
+ **Ad Impressions:** Calculation on monthly report basis of the customer
+ **Maintenance expenditures:** The maintenance includes the ongoing monitoring, if applicable optimization and connection to the contact partner for the actual data transfer

Technical creation costs	One-time fee for the technical creation of the data transfer per DSP	€ 450.-
Data-only - Modell „according to effort“	+ CPM acc. to Ad Impressions Report: Ad Impressions per month that were presented (basis: reporting by customer) + Maintenance effort: monthly fee for the ongoing providing of the different audiences (assumption 2-8h/week)	Ad Impressions x CPM € 5.- € 1,120.-
Data-only - Modell „packages“	Package A: Up to 5 standardised audiences can be selected + Ad Impressions: 200,000 Ad Impressions included per month + Maintenance effort: monthly fee for the ongoing providing of the different audiences (assumption 2h/week)	€ 1,000.- € 500.-
	Package B: Up to 10 standardised audiences can be selected + Ad Impressions: 500,000 Ad Impressions included per month + Maintenance effort: monthly fee for the ongoing providing of the different audiences (assumption 4h/week)	€ 2,500.- € 750.-
	Package C: Up to 20 standardised audiences can be selected + Ad Impressions: 1,000,000 Ad Impressions included per month + Maintenance effort: monthly fee for the ongoing providing of the different audiences (assumption 8h/week)	€ 5,000.- € 1,000.-
	Overage-Fee for packages + Quantity Ad Impressions larger than defined in the package: additional Ad Impressions are billed with the data-CPM of € 5.- + Number of Audiences larger than included in the package: the next larger package is valid; if package C is exceeded, a separate agreement will be made	
	Standard Audiences The desired audiences must be selected from the currently valid portfolio list in advance by the customer, and are available for at least a month. If additional audiences are added or if audiences that are not covered in the booked package are to be exchanged upon customer request, the next larger package shall be valid.	
Optional	Per customized audience an additional set-up fee of € 450.- Max. integration of 5 external data sources (like for example customer website, customer newsletter) per customized audience	

Maintenance effort

The maintenance includes ongoing monitoring, if applicable optimization of the audiences and the connection to the contact person of the agency for the actual data transfer. The maintenance effort between the different packages varies between 2-8h per week. The price advantage of the model package compared to the calculation by effort is created by the reduction of the maintenance costs.

Reporting

The customer agrees to provide a monthly report with the number of actually used Ad Impressions per audience.
Data CPM € 5.- and set-up costs are not discountable.

Technical Targeting

Details

Preise

Geo-, weather-, re-, keyword- and time targeting

RON Select: booking in the whole network with targeting

ROS Select: booking of a selected website with targeting

General booking conditions

- RON: booking in the whole network
- RON Select/ROS: booking in the whole network with a placement option or targeting or booking of a selected website
- ROS Select: booking of a selected website with a placement option or targeting

The spreading of intervisibility on desktop and mobile take place through sd one.

- Frequency capping: from FC 3 on free, lower FC are charged
- Streaming surcharge: € 0,50 on net/net CPM

sd one discounts for single booking

net/net	discount
€ 5,000.-	15%
€ 10,000.-	20%
€ 15,000.-	25%
€ 20,000.-	30%
€ 25,000.-	35%

- valid for the CPM prices
- valid for single bookings
- terms couldn't be added
- not combinable with special offers or mobile and app packages
- not combinable with data price and setup fee for customized audiences

If advertising media is not delivered within the max. KB-range stated in our technical specifications we have to surcharge € 1,- on the groo-CPM.

Minimum booking volume: € 1.500,- net/net , otherwise 15% surcharge for administration, completion and reporting

Industry exclusivity or 100 % Share-of-Voice (100% advertiser exclusivity on booked page impressions) are surcharged with 100%.

For technical specifications please refer to www.sdo.at/spezifikationen

All price quotations plus VAT. Terms and conditions of styria digital one gmbh is valid.

To find on sdo.at/agb and sdo.at/buchungsbedingungen.

Prices and conditions for special placements and special-purpose solutions or individual products from the portals are offered per range and effort separately.

Prices valid from 01.01.2018