

## 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	+	€ 15.-	€ 25.-	€ 35.-
	+			
Large Ads	+	€ 30.-	€ 40.-	€ 50.-
	+			
Special Ads	+	€ 10.-	€ 13.-	€ 15.-
Event Ad	+	-	€ 55.-	€ 65.-
		+ € 35.- production costs		
Pre-/ Post-Roll	+	€ 60.- € 70.- € 80.-	on request	on request
Inread	+	up to 10 Sec.	€ 35.-	€ 45.-
		up to 20 Sec.	€ 45.-	€ 55.-
		up to 25 Sec.	€ 55.-	€ 65.-
Bumper Ad	+	€ 50.-	€ 60.-	€ 70.-



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 Sclct prices for single bookings.

## Standard mobile ads

Format group	Format	RON	RON Select/ROS	ROS Select*
Small Ads		€ 10.-	€ 20.-	€ 30.-
Classic Ads		-	€ 30.-	€ 40.-
		-	€ 35.-	€ 45.-
		-	€ 35.-	€ 45.-
Large Ads		-	€ 40.-	€ 50.-
Special Ads		€ 30.-	€ 40.-	€ 50.-
		-	€ 50.-	€ 65.-
		-	€ 50.-	€ 65.-
ePaper		-	on request	on request

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## 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.- + € 35.- production costs per portal
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.			up to € 4,920.-
	<p>The price example includes the following services:</p> <ol style="list-style-type: none"> <li>1. Setup, production, implementation and reporting + Setup of 3 posts and 3 content teasers</li> <li>2. Media budget + promoting of the contribution with the content teaser, 150,000 Ad Impressions</li> </ol>				
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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## Native Performance Ad (Technology: Taboola)

Format group	Format	Price
Recommendation Ads	Picture-text combination at the end of an article or on overview pages <b>on several media</b> .	CPC € 1.50 + Production costs depending on the term

## True Native Advertising (Technology: Seeding Alliance)

Format group	Format	Price
Native AdIn	Publication of your own <b>PR-content</b> simultaenously or <b>parallel on several media</b> .	€ 30.- + € 420.- production costs
Native AdIn Performance	<p>Publication of <b>content produced by the specialist editorial office</b> specifically for you <b>simultaneously or parallel on several media</b> as articles.</p> <p>The price example includes the following services:</p> <ol style="list-style-type: none"> <li>1. Conception, editing, set-up and production of one article and 5 content teasers</li> <li>2. Performance + guaranteed 5,000 views on the article</li> </ol>	up to € 12,440.-

## 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><b>The price example includes the following services:</b></p> <ol style="list-style-type: none"> <li>1. Setup, production, implementation and reporting</li> <li>2. Performance budget + guaranteed 2,000 Unique Clients on the articles</li> </ol>	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><b>The price example includes the following services:</b></p> <ol style="list-style-type: none"> <li>1. Setup, production of 5 articles and 5 content teasers, 3 advertorials, creation of advertising materials, insights and final reporting</li> <li>2. Performance budget + guaranteed 10,000 Unique Clients on the articles of the topic special</li> <li>3. Media budget + promoting of the story through content teaser, billboard and header banner, 540,000 Ad Impressions</li> </ol>	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><b>The price example includes the following services:</b></p> <ol style="list-style-type: none"> <li>1. Setup, content-, dossier- &amp; creation of advertising materials, insights and final reporting</li> <li>2. Performance budget + guaranteed 10,000 Unique Clients on the dossier</li> <li>3. Media budget + promoting of the dossier with co-branded content teaser, billboard and header banner, 700,000 Ad Impressions</li> </ol>	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.

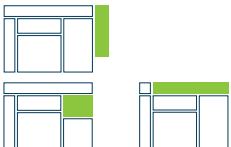




## Content Marketing

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><b>The price example includes the following services:</b></p> <ol style="list-style-type: none"> <li>1. Setup, content-, dossier- &amp; creation of advertising materials, insights and final reporting</li> <li>2. Performance budget + guaranteed 10,000 Unique Clients on the dossier</li> <li>3. Media budget + promoting of the dossier with co-branded content teaser, billboard and header banner, 700,000 Ad Impressions</li> </ol>	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


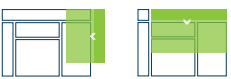






Production costs and performance budget can not be discounted.

## Standard desktop ads

Format group	Format	RON	RON Select/ROS	ROS Select*
Classic Ads	 <p>Skyscraper 160x600 Medium Rectangle 300x250 Superbanner 728x90</p>	€ 25.-	€ 35.-	€ 45.-
Large Ads	 <p>Superbanner XL 960x100 Billboard 950x250</p>			
	 <p>Expandable Ad, up to 400px size</p>	€ 30.-	€ 40.-	€ 50.-
	 <p>Filmstrip Ad 300x600 Portrait Ad 300x600</p>			
	 <p>Sitebar 300x600 scalable Halfpage Ad 300x600</p>	€ 40.-	€ 50.-	€ 60.-










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## Sonderformat desktop ads

Format group	Format	RON	RON Select/ROS	ROS Select*
XL Ads	 <p>L-Ad (Superbanner or Superbanner XL + Skyscraper or Sitebar) Floor Ad 960x100</p>	€ 40.-	€ 50.-	€ 60.-
	 <p>Flap Ads with overlays up to 400px size Combi (2 Classic Ads at the same time)</p>			
	 <p>Maxi Floor Ad (100% screen width)</p>	€ 50.-	€ 60.-	€ 70.-
Fullsite Branding Classic	 <p>UAP-Format + Sitebar</p>	-	€ 90.-	€ 100.-
	 <p>Fireplace-Ad/U-Ad</p>	-	-	€ 100.-
Fullsite Branding Premium	 <p>UAP-Format + Sitebar + background- and/or navicolouring + opt. flap effects</p>	-	-	€ 120.-
	 <p>Fireplace-Ad/U-Ad + background- and/or navicolouring + opt. flap effects</p>			
Interstitials Overlays	 <p>Format on request</p>	€ 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.-
Bumper Ad		up to 6 Sec.	€ 50.-	€ 60.-	€ 70.- <span style="border: 1px solid black; border-radius: 50%; padding: 2px 5px; font-weight: bold;">NEW</span>
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.-
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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## Full-service provider for content and communication solutions

Working closely with Styria Content Creation, one of the most successful content marketing agencies of the country, we can offer the following services:



### PRODUCTION OF TEXT, IMAGE, VIDEO AND AUDIO CONTENT

Strategy, conception and implementation of content productions for classic and digital channels

### TRAININGS AND WORKSHOPS

Digital topics such as content Marketing, Performance, Social Media, Gamification

### CORPORATE PUBLISHING

Corporate communication for own media: customer magazines, folders, brochures, business reports, employee newspaper, etc.

### PERFORMANCE MARKETING

Conception and implementation of performance campaigns with Google and social networks (Facebook, Instagram, Linked In, Twitter, Snapchat)

### SOCIAL MEDIA BETREUUNG

Advice and care of your Instagram and Facebook account

### (MICRO)-INFLUENCER

Selection, concept / storyboard, purchasing, contract preparation, project management and reporting

### LANDINGPAGES, WEBSITES, APPS

Concept, design and implementation of digital platforms

### CONTENT MODIFICATION

Makeover of existing content (text, image, video, audio) for use in different channels

### BANNER PRODUCTION

Concept, design and implementation according to IAB standards, HTML5 or static

## 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](http://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](http://sdo.at/agb) and [sdo.at/buchungsbedingungen](http://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 01.01.2020