



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	€ 1.010.--
Vertical Rectangle	In the content, position 6, 8 or 10	300 × 400	€ 1.010.--
Full Banner	In the content, position 5, 7 or 9	468 × 60	€ 1.010.--
Leaderboard	Exterior, position 1 or in the content, position 2 or 16	728 × 90	€ 1,215.--
Billboard (expanding possible)	In the content, Position 2	970 × 250 970 × 250 -> 400	€ 2,245.-- (+ € 120.-- for expanding)
Wide Skyscraper*	Exterior, position 3a, 3b, 4a or 4b	160 × 600	€ 1,110.--
Sidekick Ad*	expanding Wide Skyscraper	160 -> 400 × 600	€ 1,420.--
(Double) Sitebar	Exterior, position 3a, 3b, 4a or 4b	(2x) 300 × 600	€ 1,320.--/€ 2,040.--
Hockey Stick	Exterior, positions 1 and 4a, background colouring as wallpaper possible	728 × 90 + 160 × 600	€ 1,835.--
Slide Channel	Hockey stick with expanding (wide) skyscraper	728 × 90 + 160 -> 400 × 600	€ 2,430.--
Fireplace Ad	Exterior, positions 1, 3a and 4a	160 × 600 left + right and 1,040 × 90 above	€ 2,245.--
Skyline Ad	Exterior, positions 3a and 4a as well as in the content, position 2	2 × 160 × 600 + 970 × 250	€ 3,790.--
Welcome Ad	Central above start page (layer)	640 × 480	€ 1,420.--/14 days
Banderole Ad	Central across the whole width (layer)	1,000 × 250	€ 1,935.--



2:1



6:1

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



HTML5

**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 for the reader) with 25% surcharge.

All rates are subject to Value Added Tax



## 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

Mobile Ad  
2:1

## Fireplace Ad

Position 1 Leaderboard

Position 3a Wide Skyscraper

Position 4a Wide Skyscraper

## Hockey Stick

Position 1 Leaderboard

Position 4a Wide Skyscraper

## Skyline Ad

Position 3a Wide Skyscraper

Position 4a Wide Skyscraper

Position 2 Billboard

## Welcome Ad

Welcome Ad

Neues aus der Branche

## Banderole Ad

Banderole Ad

Neues aus der Branche