

32TODAY

# DISPLAY WERBUNG



**32TODAY**

# **DISPLAY ADS**

# Desktop



## Wideboard

994 × 250 px  
(JPG, GIF, HTML5)

TKP: CHF 50.–



## Billboard

640 × 400 px  
(JPG, GIF, HTML5)

TKP: CHF 40.–



## Halfpage Ad

300 × 600 px  
(JPG, GIF, HTML5)

TKP: CHF 70.–

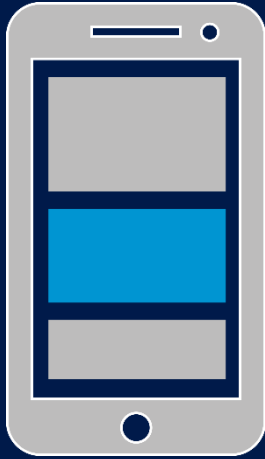


## Rectangle

300 × 250 px  
600 × 500 px  
(JPG, GIF, HTML5)

TKP: CHF 40.–

# Mobile



**Wideboard**  
640 × 320 px  
(JPG, GIF, HTML5)

TKP: CHF 40.–



**Halfpage Ad**  
300 × 600 px  
(JPG, GIF, HTML5)

TKP: CHF 60.–



**Ricchi Ad**  
320 × 416 px  
(JPG, GIF, HTML5)

TKP: CHF 60.–



**Rectangle**  
300 × 250 px  
(JPG, GIF, HTML5)  
600 × 500 px  
(JPG, GIF)

TKP: CHF 50.–

# Video Ads



## Multidevice InStream (Preroll, Midroll, Postroll)

1920 x 1080 (max. 4MB)

Seitenverhältnis 16:9

TKP: 90.–



## Multidevice In Feed Ad

1280 x 720 (max. 4MB)

Seitenverhältnis 16:9

TKP: 50.–



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# **PACKAGES**



# Halfpage Ad Packages

Bronze Package		50 000 Ad Impressions
Bruttopreis	CHF 3'000.—	TKP 60.—
Packagepreis	CHF 2'000.—	TKP 40.—

Silver Package		90 000 Ad Impressions
Bruttopreis	CHF 5'400.—	TKP 60.—
Packagepreis	CHF 3'150.—	TKP 35.—

Gold Package		150 000 Ad Impressions
Bruttopreis	CHF 9'000.—	TKP 60.—
Packagepreis	CHF 4'500.—	TKP 30.—



**Halfpage Ad**  
300 × 600 px  
(JPG, GIF, HTML5)



**Halfpage Ad**  
300 × 600 px  
(JPG, GIF, HTML5)

# Wideboard / Rectangle Packages

## Bronze Package 50 000 Ad Impressions

Bruttopreis	CHF 2'500.—	TKP 50.—
Packagepreis	CHF 1'750.—	TKP 35.—

## Silver Package 90 000 Ad Impressions

Bruttopreis	CHF 4'500.—	TKP 50.—
Packagepreis	CHF 2'700.—	TKP 30.—

## Gold Package 150 000 Ad Impressions

Bruttopreis	CHF 7'500.—	TKP 50.—
Packagepreis	CHF 3'750.—	TKP 25.—



### Rectangle

300 × 250 px  
(JPG, GIF, HTML5)  
600 × 500 px  
(JPG, GIF)



### Wideboard

994 × 250 px  
(JPG, GIF, HTML5)



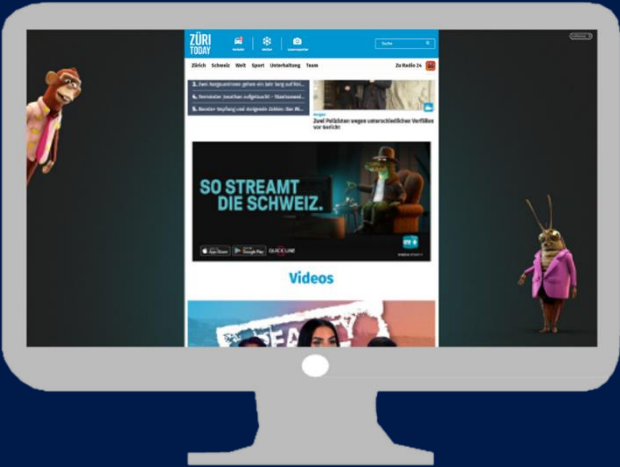
TODAY-PORTALE

# SONDERFORMATE

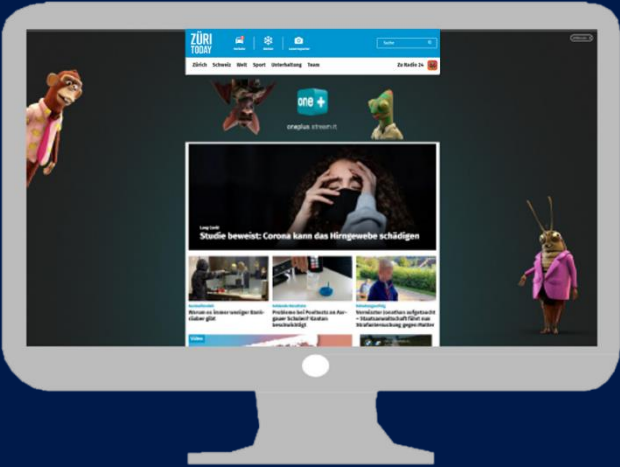
# Branding Page Skin

Beispiele

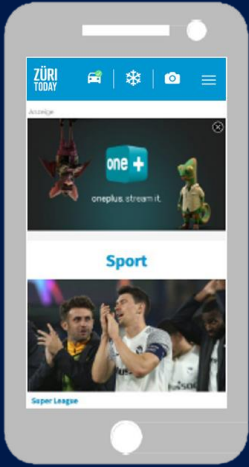
Hintergrund & Wideboard Top



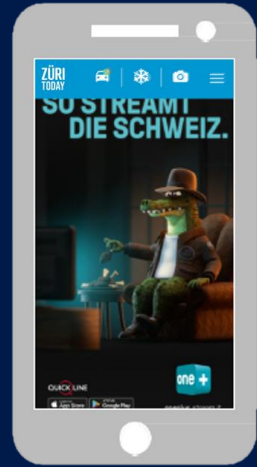
Wideboard Below The Fold



Top Position Sticky



Below The Fold, Sticky



# Branding Page Skin

Platzieren Sie Ihre Online-Werbung nicht mehr im Standardformat, sondern mit einer hundertprozentigen Abdeckung in der Screen-Breite.

First Package	150'000 Ad Impressions	
Bruttopreis	CHF 16'500.—	TKP 110.—
<b>Packagepreis</b>	CHF 8'250.—	TKP 55.—

Business Package	100'000 Ad Impressions	
Bruttopreis	CHF 11'000.—	TKP 110.—
<b>Packagepreis</b>	CHF 6'600.—	TKP 66.—

Economy Package	50'000 Ad Impressions	
Bruttopreis	CHF 5'500.—	TKP 110.—
<b>Packagepreis</b>	CHF 3'850.—	TKP 77.—

exkl. Produktion der Werbemittel | CHF 800.-

## Desktop

1920 x 1080 px Hintergrund

994 x 250 px Wideboard top

994 x 500 px Wideboard below the fold

- GIF, JPG, PNG, PSD (inkl. verschiedene Layer)
- max. 500 KB pro Format
- Direkte Verlinkung zu Ihrer gewünschten Website

## Mobile

1920 x 1080 px für Top-Position, sticky

1080 x 1920 px für untere Position below the fold

- GIF, JPG, PNG
- max. 500 KB pro Format
- Direkte Verlinkung zu Ihrer gewünschten Website