

32TODAY

DISPLAY WERBUNG



32TODAY

DISPLAY ADS

Desktop



Wideboard

994 × 250 px
(JPG, GIF, HTML5)
+/- 100KB

TKP: CHF 50.-



Billboard

640 × 400 px
(JPG, GIF, HTML5)
+/- 100KB

TKP: CHF 40.-



Halfpage Ad

300 × 600 px
(JPG, GIF, HTML5)
+/- 100KB

TKP: CHF 70.-

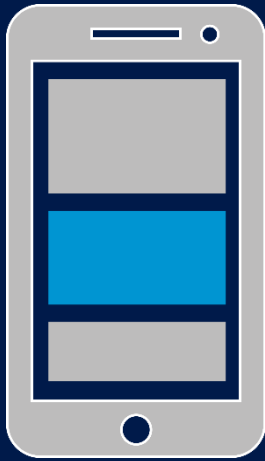


Rectangle

300 × 250 px
(JPG, GIF, HTML5)
+/- 100KB

TKP: CHF 40.-

Mobile



Wideboard

320 × 160 px
(JPG, GIF, HTML5)
640 × 320 px
(GIF, JPEG)
+/- 100KB

TKP: CHF 40.-



Halfpage Ad

300 × 600 px
(JPG, GIF, HTML5)
+/- 100KB

TKP: CHF 60.-



Ricchi Ad

320 × 416 px
(JPG, GIF, HTML5)
+/- 100KB

TKP: CHF 60.-



Rectangle

300 × 250 px
(JPG, GIF, HTML5)
600 × 500 px
(GIF, JPEG)
+/- 100KB

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.–



32TODAY

PACKAGES



Wideboard + Rectangle | Packages

| Gold Package | 150'000 Ad Impressions | |
|---------------------|------------------------|----------|
| Bruttopreis | CHF 7'500.— | TKP 50.— |
| Packagepreis | CHF 3'750.— | TKP 25.— |

| Silver Package | 90'000 Ad Impressions | |
|---------------------|-----------------------|----------|
| Bruttopreis | CHF 4'500.— | TKP 50.— |
| Packagepreis | CHF 2'700.— | TKP 30.— |

| Bronze Package | 50'000 Ad Impressions | |
|---------------------|-----------------------|----------|
| Bruttopreis | CHF 2'500.— | TKP 50.— |
| Packagepreis | CHF 1'750.— | TKP 35.— |



Wideboard

994 × 250 px
(JPG, GIF, HTML5)
+/- 100KB



Rectangle

300 × 250 px
(JPG, GIF, HTML5)
600 × 500 px
(GIF, JPEG)
+/- 100KB

Halfpage Ad | Packages

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

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

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



Desktop

300 × 600 px
(JPG, GIF, HTML5)
+/- 100KB



Mobile

300 × 600 px
(JPG, GIF, HTML5)
+/- 100KB

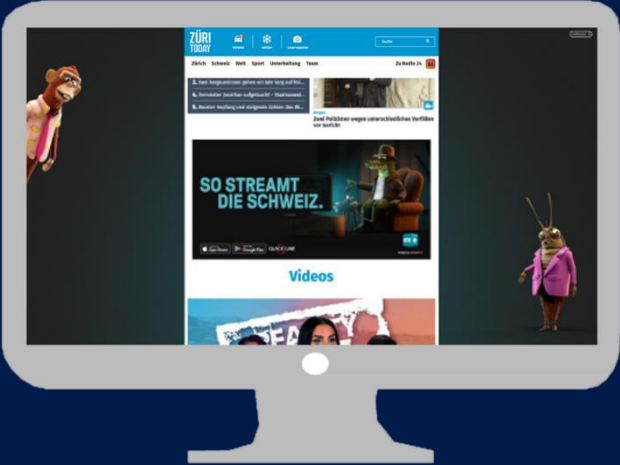
TODAY-PORTALE

SONDERFORMATE

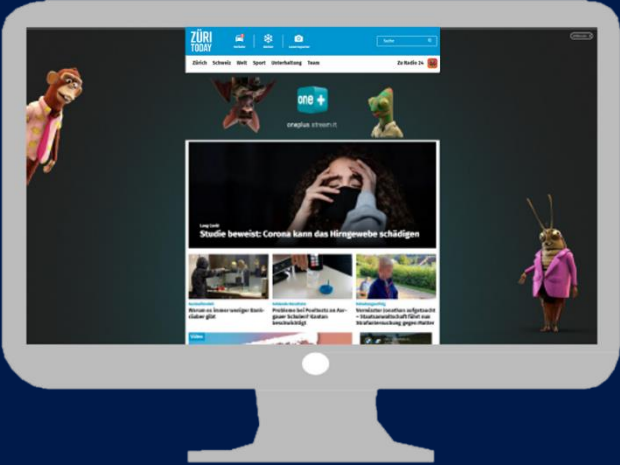
Branding Page Skin

Beispiele

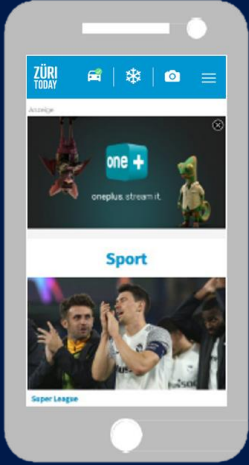
Hintergrund & Wideboard Top



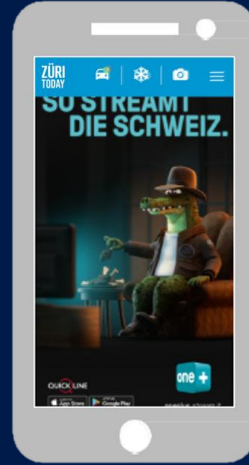
Wideboard Below The Fold



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.

| Gold Package | | 150'000 Ad Impressions |
|---------------------|--------------|-------------------------------|
| Bruttopreis | CHF 16'500.— | TKP 110.— |
| Packagepreis | CHF 8'250.— | TKP 55.— |

| Silver Package | | 100'000 Ad Impressions |
|-----------------------|--------------|-------------------------------|
| Bruttopreis | CHF 11'000.— | TKP 110.— |
| Packagepreis | CHF 6'600.— | TKP 66.— |

| Bronze Package | | 50'000 Ad Impressions |
|-----------------------|-------------|------------------------------|
| Bruttopreis | CHF 5'500.— | TKP 110.— |
| Packagepreis | 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 Widerboard 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