

PILATUSTODAY

# DISPLAY WERBUNG



**PILATUSTODAY**

# **AD PACKAGES**

# 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.-

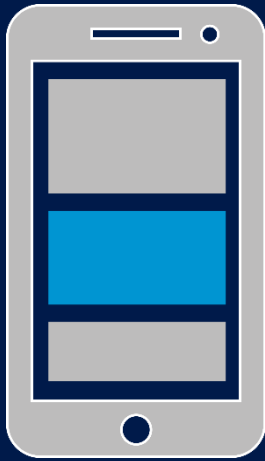


## Rectangle

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

TKP: CHF 40.-

# Mobile



## Wideboard

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

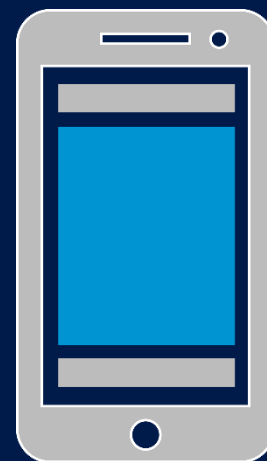
TKP: CHF 40.-



## 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.–



**PILATUSTODAY**

# **AD PACKAGES**

# Wideboard + Rectangle | Packages

<b>First Package</b>	<b>390'000 Ad Impressions</b>	
Bruttopreis	CHF 19'500.—	TKP 50.—
<b>Packagepreis</b>	CHF 9'750.—	TKP 25.—

<b>Business Package</b>	<b>165'000 Ad Impressions</b>	
Bruttopreis	CHF 8'250.—	TKP 50.—
<b>Packagepreis</b>	CHF 4'950.—	TKP 30.—

<b>Economy Package</b>	<b>70'000 Ad Impressions</b>	
Bruttopreis	CHF 3'500.—	TKP 50.—
<b>Packagepreis</b>	CHF 2'450.—	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

<b>First Package</b>	<b>390'000 Ad Impressions</b>	
Bruttopreis	CHF 19'500.—	TKP 50.—
<b>Packagepreis</b>	CHF 9'750.—	TKP 25.—

<b>Business Package</b>	<b>165'000 Ad Impressions</b>	
Bruttopreis	CHF 8'250.—	TKP 50.—
<b>Packagepreis</b>	CHF 4'950.—	TKP 30.—

<b>Economy Package</b>	<b>63 000 Ad Impressions</b>	
Bruttopreis	CHF 3'780.—	TKP 60.—
<b>Packagepreis</b>	CHF 2'490.—	TKP 40.—



## Desktop

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



## Mobile

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

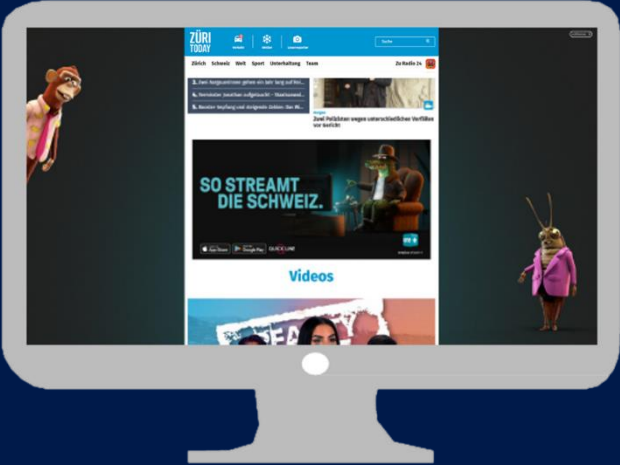


PILATUSTODAY

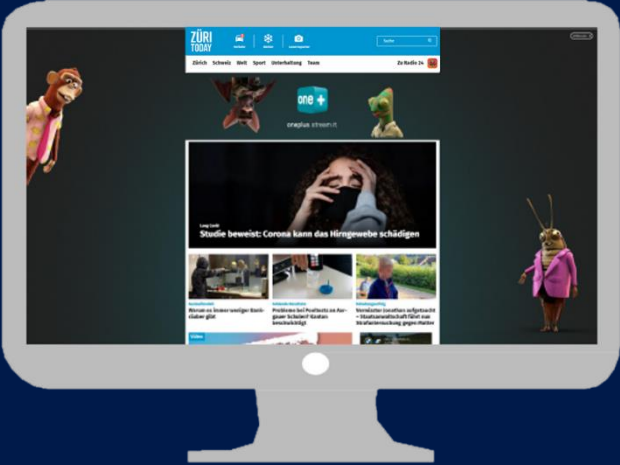
# SONDERFORMATE

# Branding Page Skin Beispiele

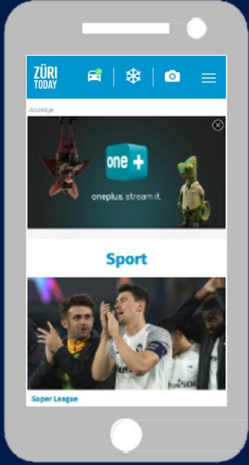
Hintergrund & Wideboard Top



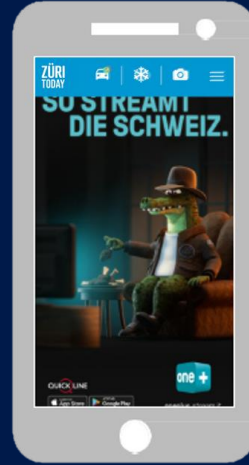
Wideboard Below The Fold



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.

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

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

<b>Economy Package</b>		<b>50'000 Ad Impressions</b>
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 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