



Targeting price overview 2025

Display, in-stream and out-stream

		Gross CPM surcharges in €
Profile-based targeting		
Socio-demographics / interest		+10
Smart Group / Behaviour Group		+15
Custom Targeting		On request
Sequential Targeting		
Digital	Reminder / Incremental ²	+10
Cross Device	Reminder / Incremental	+20
Cross Device	Frequency ³	+25
Keyword ¹ / Contextual Targeting		
		+15
Technical targeting		
Geo State, city, postcode area		No surcharge

¹ Only bookable in RoN.
² Not bookable in the display category.
³ The surcharges and specifications for cross-device listed here apply exclusively to a cross-genre extension from linear TV to digital video, towards digital video.



- Notes:**
- Surcharges are absolute additive gross CPM surcharges in euros and are subject to price adjustments during the year.
 - The mark-up within a thematic targeting category (e.g. profile-based targeting) is calculated according to the targeting type with the higher mark-up. Surcharges from different targeting categories are added together.
 - The combination of several targeting categories leads to a reduction in campaign reach. We recommend not combining more than two criteria in total.



General booking conditions



- All prices in euros and subject to price adjustments during the year. Subject to changes and errors.
- The minimum booking volume for
 - ATV: 15,000 € net invoice amount (national campaigns)
7,500 € net invoice amount (regional campaigns)
 - Digital: 7,500 € net invoice amount
 - xMedia: 15,000 € net invoice amount (national campaigns)
7,500 € net invoice amount (regional campaigns)
- Not all forms of advertising can be booked on all channels or in all environments in all price categories.
- Not all formats can be booked on all sites or in all price categories.
- Multiscreen and run of channel bookings: Delivery subject to availability - no entitlement to delivery on certain inventories.
- For add-on forms of advertising, separate general conditions apply that deviate from the aforementioned booking conditions.
- You can find the GTCs at www.ad-alliance.de/agb

Terms of payment:

Invoice due within 10 days of invoice date.

Within this period, a 2% discount will be granted, unless, there are still older claims.



The General Terms and Conditions of Ad Alliance GmbH apply, available at www.ad-alliance.de/agb.

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