

In-Read-Video

**Extend Your TV Campaign
Successfully Online.**

In-Read Videos on derStandard.at: Your Advantages



1. Your commercial is not competing with others.

Your spot is exclusively placed in our user forum – presenting one video ad at a time, your commercial gets all the attention.



2. You don't have to pay for unseen videos.

By purchasing viewable CPMs, there is no risk of underachieving ratings expectations or pondering whether your target group actually sits in front of the screen or has left the room.



3. You'll address your target group effectively.

derStandard.at is among Austria's online platforms with the highest reach ratings. Many users are from 20 to 40 years of age, well-educated and earn a high income. By applying well-directed targeting, your campaign's success can be considerably increased.

Your Video Commercial on derStandard.at



For an affective user experience the video unit is embedded in our forum's content – a place of high involvement and interactivity. The video starts automatically when the better part of it is visible.

It does not delay the display of the main content and such is not perceived as irritating as pre-roll videos may be.

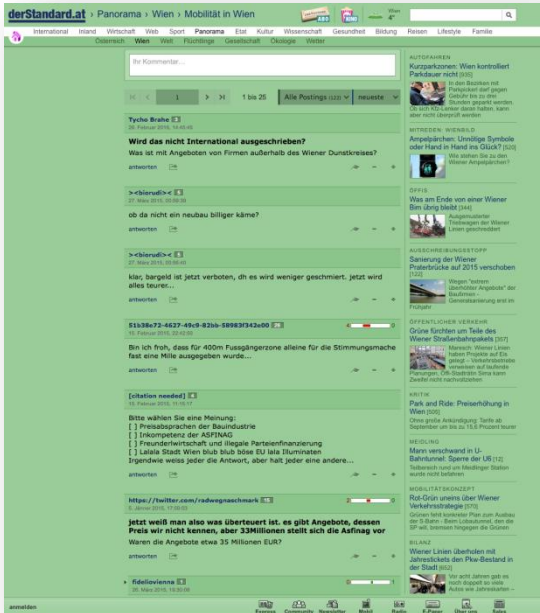
Video ads can be targeted – the criteria comply with those for banner campaigns.



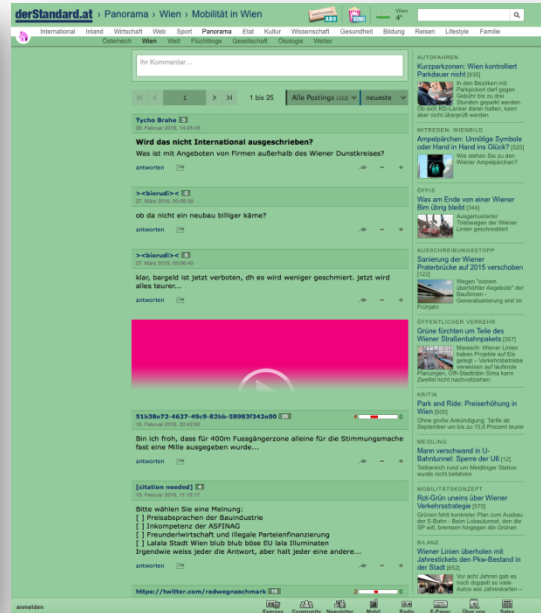
Visibility Guarantee: At least 50 % of the ad's pixels are viewable for 25 % of the video's duration.

How It Works:

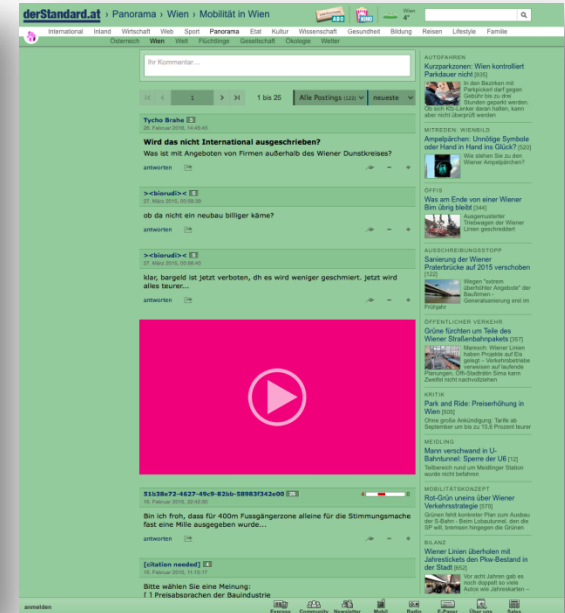
Your video appears between posts in our forum. It plays when at least 50 % are in view, pauses when scrolled away and resumes when in view again. Upon completion the video unit disappears from the screen.



At first, the forum appears without any alterations.



As soon as the user scrolls down far enough for the video to open out, it is displayed (per usual after the third post)...



... and starts to play. It only pauses when less than 50 % of the ad are viewable on screen.

Details

Achieve great advertising effects by placing your in-read video in our unique user forum.

**Incl.
Visibility
Guarantee**

Technical Details

Placement	after 3 rd post (unless there are fewer posts)	
Video Length	max. 30 seconds (min. 10 seconds)	
Delivery	commercial counts as delivered when 25 % of the video had been viewable on screen	
Special Features	<ul style="list-style-type: none"> – the video starts automatically when 50 % of the ad are visible on screen, pauses when less than 50 % are visible and closes upon completion – sound at mouse roll-over – targeting and exclusion of competing ads (on the same PI) possible – no close button necessary 	
Dimensions and Quality	16:9, HD	
File Weight	max. 2 MB	
File Formats	MP4/MOV/FLV	
Amount	max. 1 video per campaign	
CPM gross	€ 40.– ROS (FC4/week combined with FC1/day)	€ 50.– intelligent

The general terms and conditions of STANDARD Verlagsgesellschaft m.b.H., to be viewed on derStandard.at/GTCs are applicable. 15 % agency commission and 20 % VAT are applicable on all current rates. Subject to alterations. Typing and printing errors reserved.

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Thank you for your interest!

We Are looking forward to hearing from you.

