

mobile Branding

Successful mobile advertising

derStandard.at on Mobile Devices

Mobile usage of derStandard.at is constantly increasing.

Learn all about our mobile product range throughout the following pages.



1,1 M unique users
per month*

3,4 M unique clients
per month**

79,6 M page impressions
per month**

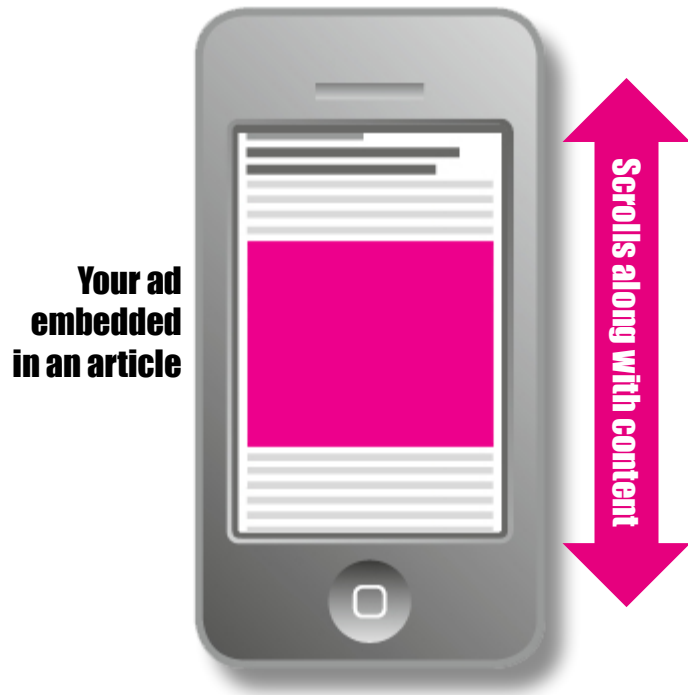
References: * ÖWA Plus 2017-I, ** internal measurement 8/2017

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Mobile Medium Rectangle

The Medium Rectangle is a rather large mobile ad format. It is embedded in articles and thus sticks out immediately upon loading.



Dimensions	300 x 250 px
File size	max. 20 KB
File formats	.jpg, .gif, HTML5
CPM gross	€ 25.- ROS € 30.- intelligent

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Mobile Banner

Thanks to its little CPM, the mobile banner is the ideal ad format for small budgets and campaigns with high frequency.

**Your ad
embedded
in an article**



Dimensions	300 x 50 px
File size	max. 20 KB
File formats	.jpg, .gif, HTML5
CPM gross	€ 10,- ROS € 12,- intelligent

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Mobile Video Rectangle

The mobile video is embedded in articles, scrolls along with the content and starts when the user presses the play button (no autoplay).

**Your ad
embedded
in an article**



Dimensions	300 x 250 px
File size	Loading screen: max. 20 KB Video: max. 2 MB
File formats	HTML5
CPM gross	€ 25.- ROS € 30.- intelligent

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Mobile Cube

The mobile cube combines four ad surfaces in one. It can spin around automatically or by user interaction only. As a highlight a video can be embedded on one side.

Four sides of the cube will contain your ads and spin

either by interaction
or every 3 seconds
automatically



Dimensions/ Elements	300 x 250 px 3 pictures + 1 video or 4 pictures (no video)
File size	pictures: max. 20 KB video: max. 2 MB
File formats	HTML5 if cube is produced by DER STANDARD: .jpg, .gif
CPM gross	€ 25.- ROS € 30.- intelligent

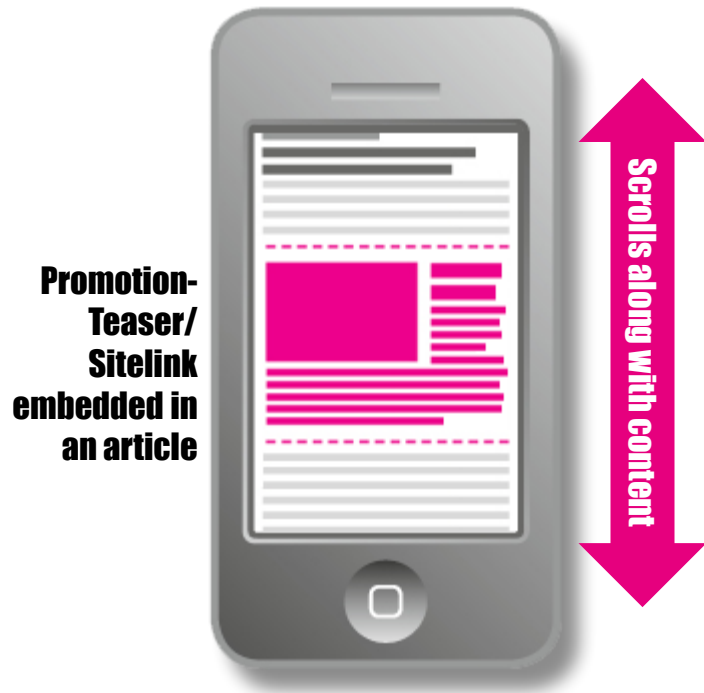
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Promotion-Teaser/Sitelink mobile

This ad format (picture and short copy text) is embedded in articles, scrolls along with the content and links to either a website of your choice or to a promotion article/ressort on our website.



Picture dimensions	133 x 89 px
File size	max. 20 KB
Copy text	150 characters (incl. headline, sub-headline and spaces)
CPM gross	€ 20.- ROS € 25.- intelligent

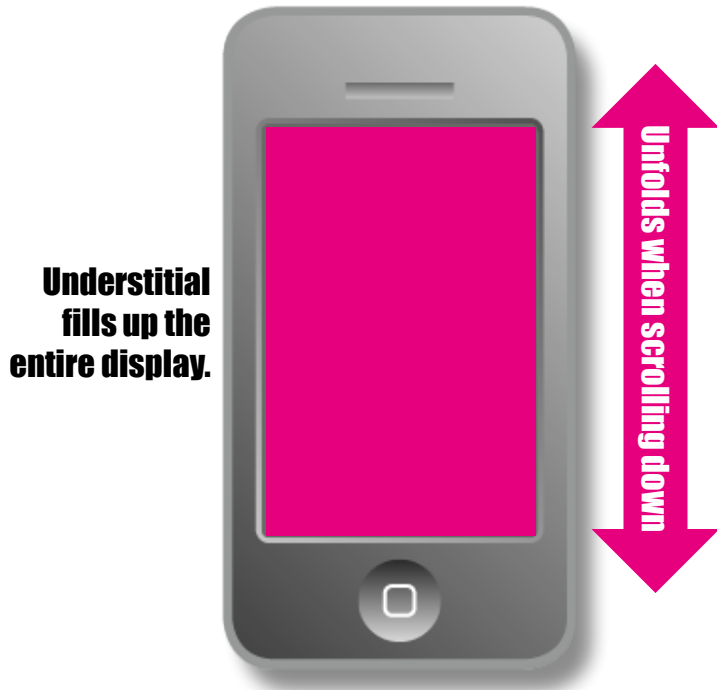
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Understitial

Supersize it – The „Mobile Sitebar“



The understitial loads upon the page impression underneath the displayed content and unfolds at a special opening on the page when the user scrolls down.

At one point of the scrolling process the understitial takes up all of the screen (min. size: 300 x 600 px) – this accounts for the perfect combination of big ad-space and the highest possible user acceptance.

Dimensions	300 x 600 px
File size	max. 40 KB
File formats	.jpg, .gif, HTML5
CPM gross	€ 40.- ROS € 50.- intelligent

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Mobile Mutation Homepage / Channel

Brand our mobile homepage or channel for 24 hours in the layout of your choice.



Design options Homepage	Change of background and font colour, background image, up to 4 ad spaces available
Design options Channel*	Change of background and font color/background image on channel overview pages possible, up to 2 ad spaces available (on overview and article pages)
Ad formats available	Understitial, Mobile Medium Rectangle, Mobile Sitelink or Promotion-Teaser, Mobile Banner
File formats	.jpg, .gif, HTML5
CPM gross	€ 100.- Homepage (250.000 AIs) € 80.- Channel (AIs upon request)

* Prior consultation necessary.

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Mobile Page exclusive

Get all the attention on our mobile pages.



Delivery	Run of Site or intelligent (excl. mobile homepage)
Design options	Up to 2 ad spaces available
Ad formats available	Understitial, Mobile Medium Rectangle, Mobile Sitelink or Promotion-Teaser, Mobile Banner
File formats	.jpg, .gif, HTML5
CPM gross	€ 55.- ROS € 70.- intelligent

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10

derStandard.at mobile platforms

	mobile access/month*					
	text.derStandard.at mobil.derStandard.at	iPhone App	iPad App	Android App	Desktop Version	Total
iPhone	16.633.000	7.425.000			642.000	24.826.000
iPad	183.000		2.279.000		6.735.000	9.197.000
Android	34.241.000			6.673.000	3.105.000	44.019.000
other OS	1.430.000				114.000	1.544.000
Total PI	52.486.000	7.425.000	2.279.000	6.673.000	10.597.000	79.587.000
Total UC	2.710.000	63.000	14.000	46.000	588.000	3.366.000

Reference: * internal measurement 8/2017 (access to the according product via mobile device)



Thank you for your interest!

We Are looking forward to hearing from you.



derStandard.at/Sales

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