# Your coporate design on derStandard.at

**High attention guaranteed** 



#### **Mutation full**

A Mutation full on derStandard.at gives you the opportunity to present our homepage in the design of your campaign for one day (24 hours).

#### **Options**

Background color or background picture of your choice behind the editorial content and above the site navigation

Font color and font type of all headlines and sub-headlines

Font color and font type of the derStandard.at logo

A picture can be placed in the area above the site navigation

All available ad positions on the front page are exclusively to your disposal (Billboard/Leaderboard/Sitebar/Wallpaper (XL), Medium Rectangle, Promotion-Teaser/Sitelink)

Watermark in the background

**Value** (gross) : **£ 50,000.**–
24 h homepage / 400,000 Als guaranteed\*

You have an idea that is not listed above? Please contact us about your options!

This offer does not contain delivery to mobile devices. A mobile mutation can be booked additionally, according to our rate card. The general terms and conditions of DER STANDARD Verlagsgesellschaft m.b.H., to be viewed on **derStandard.at/GTCs**, are applicable. Discount rates or agency commissions may apply for rates quoted. All rates are pre-tax (20 % VAT is applicable). Subject to alterations. Typing and printing errors reserved.

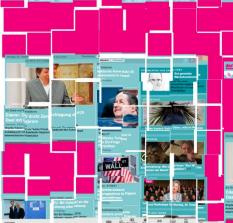
<sup>\*</sup> This guarantee exclusively applies to the main format of the mutation (Wallpaper/Wallpaper XL, Billboard or Sitebar). It includes all Als of the homepage within 24 hours, potentially missing Als based on the given guarantee will be supplemented dynamically ROS with FC4 either the same or the following days.





#### **How to: Mutation full**





#### **1. First Page Impression (FC1)** If your mutation contains an overlay, it

will only be delivered the first time the user visits derStandard.at that day.



#### 2. Further Page Impressions

Every following homepage impression displays all ad positions booked as well as the background color or background picture.

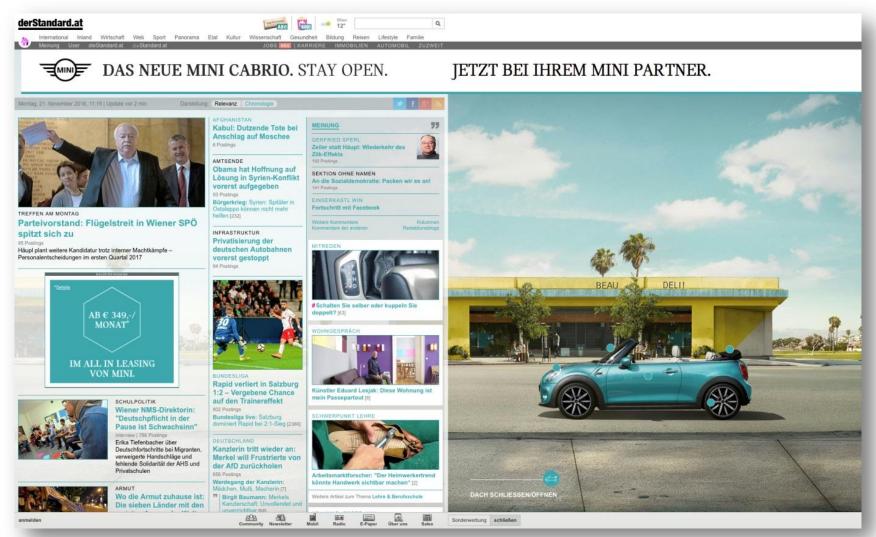


#### 3. Close or Repeat

Clicking the button "schließen" (close) ends the mutation within the editorial content; the standard ad formats displayed and the background color at the top remain. By clicking the repeat button ("wiederholen") the mutation can be reloaded (including the overlay).



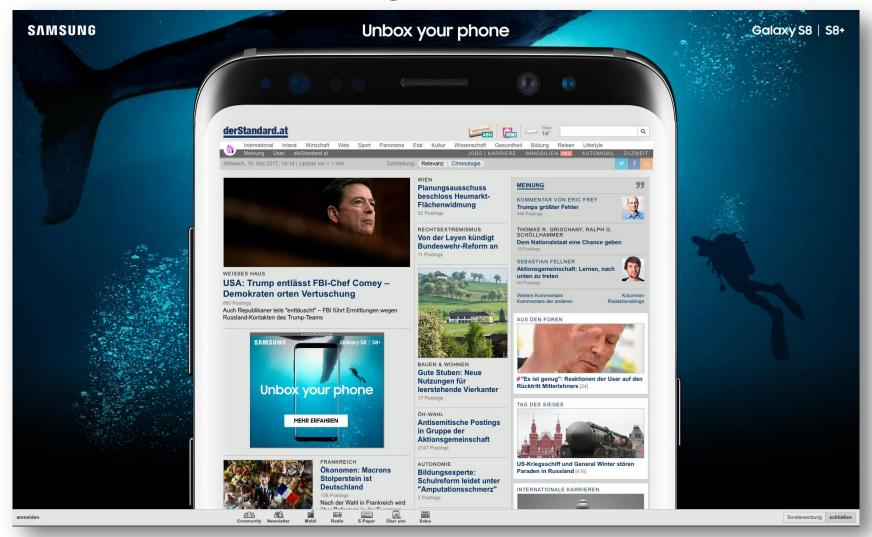
#### **Mutation full / Mini Cabrio**



## **Mutation full / Mini Countryman**



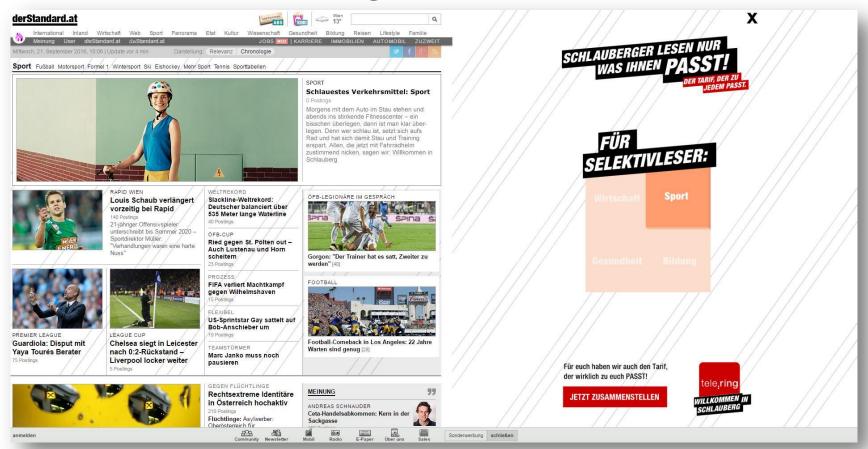
#### **Mutation full / Samsung**



## **Mutation full / Römerquelle**



### **Mutation full / Telering**



#### **Mutation full / Samsung**



#### **Mutation light**

The mutation light gives you the opportunity to present parts of our front page in your campaign design for one day.

#### **Options**

Wallpaper or Wallpaper XL

Matching background color in the area behind your Wallpaper/Wallpaper XL (to the right of the editorial content)

Matching background color in the area above the site navigation

Medium Rectangle left

**Value** (gross) : € 30,000.–

24 h homepage / 400,000 Als guaranteed\*

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### **Mutation light / Sky Sport**



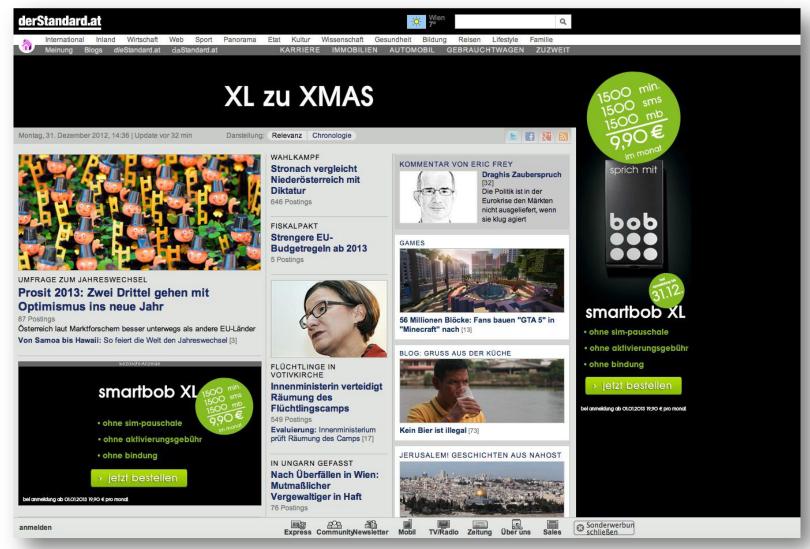


## **Mutation light / Fly Niki**



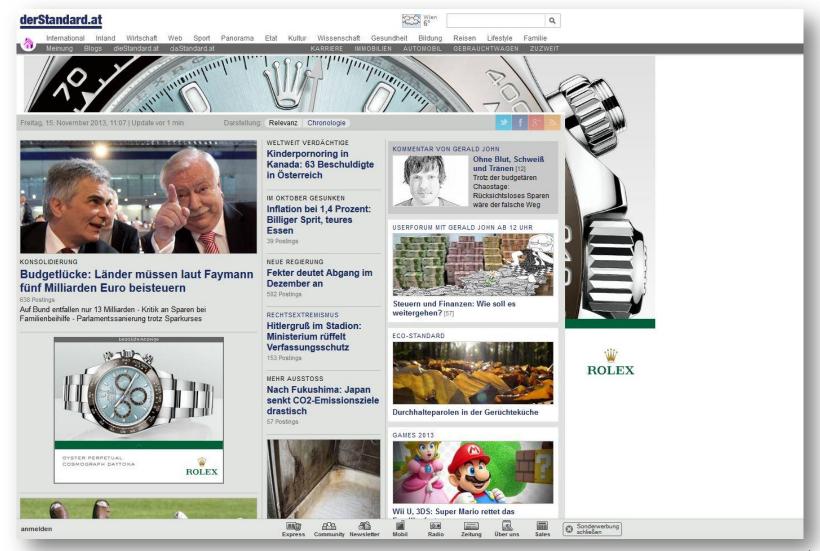


### **Mutation light / Bob**





## **Mutation light / Rolex**





#### **Channel Mutation**

This mutation gives you the opportunity to present certain parts of a news channel (on overview pages and article pages) in your campaign design.

#### **Options**

Wallpaper or Wallpaper XL

Matching background color in the area behind your Wallpaper/Wallpaper XL (to the right of the editorial content)

Matching background color in the area above the site navigation

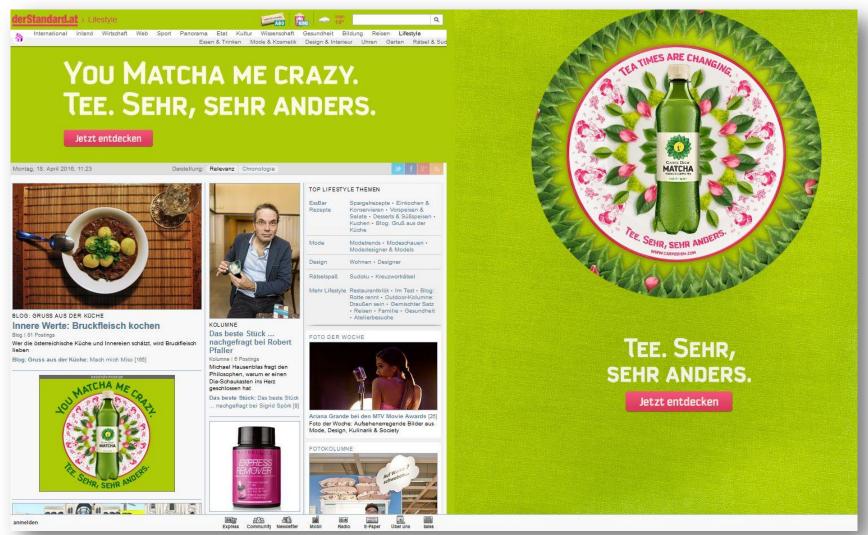
Medium Rectangle left

**CPM** (gross) : € 100.–

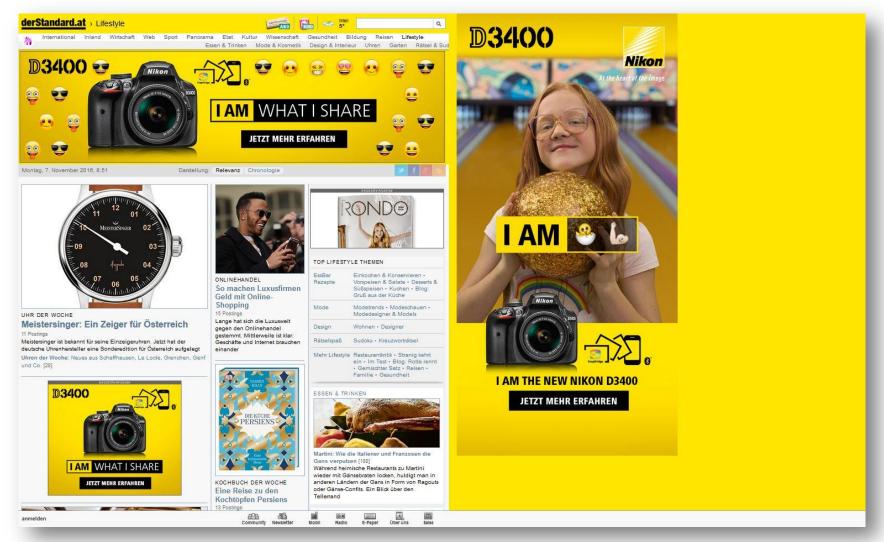




## **Channel Mutation / Carpe Diem**



#### **Channel Mutation / Nikon**



#### **Channel Mutation / Mediacom**



