








RATES

2018 Successful advertising.



Fixed Ad Placements on the Homepage

Your ad will be visible for 24 hours on our homepage derStandard.at (desktop and mobile). This guarantee includes all AIs of the homepage within 24 hours. Potentially missing AIs based on the given guarantee will be supplemented dynamically ROS with FC4 either on the same or the following days.









				Desktop 400.000 Ad Impressions	Desktop and mobile 550.000 Ad Impressions
	Sitebar Min. 300 x 600 pixel Scalable, sticky		Understitial 300 x 600 pixel	€14,000.– (35 CPM)	€18,150.– (33 CPM)
	Medium Rectangle 420 x 240 pixel (HD, left side only), 300 x 250 pixel		Medium Rectangle 300 x 250 pixel	Left €8,000.– (20 CPM) Right €6,000.– (15 CPM)	Left €10,450.– (19 CPM) Right €8,250.– (15 CPM)
	Sitelink, Promotion-Teaser Image (200 x 133 pixel, right side: 133 x 89 pixel) + 200 characters (incl. headlines and spaces)		Sitelink, Promotion-Teaser Image (133 x 89 pixel, static) + 200 characters (incl. headlines and spaces)	Left €8,000.– (20 CPM) Middle €7,000.– (17,5 CPM) Right €6,000.– (15 CPM)	Left €10,450.– (19 CPM) Middle €9,350.– (17 CPM) Right €8,250.– (15 CPM)
	Scroll area Medium Rectangle (Left), Sitelink, Promotion-Teaser (Left and Middle)	Your ad is displayed from 0 a.m. until the guaranteed 100.000 Ad Impressions have been delivered.		100.000 Ad Impressions Left €1,500.– (15 CPM) Middle €1,500.– (15 CPM)	

All left/middle/right positions of our homepage are also bookable on channel front pages. Rates upon request.

Dynamic Ad Placements







A great match: Your ad on desktops, tablets and mobile phones

During the booked timespan your ad is evenly distributed across the page views of our website (desktop and mobile). The distribution in a single media channel (i.e. only desktop or mobile phone or tablet) is possible at ROS-rates. Please note, that your website should be optimized for all optional devices.

	Sitebar Min. 300 x 600 pixel Scalable, sticky		Understitial 300 x 600 pixel	Run-of-Site Targeting	€40.– CPM €50.– CPM
	Medium Rectangle 300 x 250 pixel		Medium Rectangle 300 x 250 pixel	Run-of-Site Targeting	€25.– CPM €30.– CPM
	In-Read-Video 16:9, HD, max. 2 MB, MP4/MOV/FLV No ad substitutions possible		In-Read-Video 300 x 250 pixel	Run-of-Site Targeting	€40.– CPM €50.– CPM
	Sitelink, Promotion-Teaser Image (200 x 133 pixel, static) + 200 characters (incl. headline and spaces)		Sitelink, Promotion-Teaser Image (133 x 89 pixel, static) + 200 characters (incl. headline and spaces)	Run-of-Site Targeting	€20.– CPM €25.– CPM

The Sitelink leads to a landing page of your choice. The Promotion-Teaser leads to an article (approx. 1,500 characters incl. spaces), a slideshow or a full promotion site with several articles. Upon request we can provide pictures or commission a copywriter for an extra charge.

Exclusive formats – desktop only

	Billboard 970 x 250 pixel		Leaderboard 960 x 100 pixel or 728 x 90 pixel		Halfpage Ad, Skyscraper Max. 300 x 600 pixel (left)
Run-of-Site Targeting	€40.– CPM €50.– CPM	Run-of-Site Targeting	€25.– CPM €30.– CPM	Run-of-Site Targeting	€25.– CPM €30.– CPM
24h homepage €14,000.– (35 CPM)					
	Skyscraper next to forum 160 x 600 pixel		Forum Banner 519 x 120 pixel, static image		Button 300 x 125 pixel, static image
Run-of-Site Targeting	€10.– CPM €15.– CPM	Run-of-Site Targeting	€40.– CPM €50.– CPM	1 week on page or channel / AIs upon request €20.– CPM	

We offer two pricing options for each product:

- Run-of-Site (ROS):** Your ad is distributed among all pages of our website (incl. FC4/week and AT-targeting).
- Targeting:** Your ad is delivered only to sites that are of interest to your target audience. Targeting options contain share of voice (unique user targeting), editorial environment (sections, subjects), time, socio-demographic criteria (e.g. age, salary), buyer's interest (e.g. mobile phones, cars). A combination of up to three criteria is possible.

Special Formats

Make your mark



Mutation Full Homepage

In consultation with our editors, we exclusively customize our homepage for one day based on your requirements and wishes. e.g. special formats, background colour

24 h homepage / 400,000 AIs guaranteed* **€50,000.-**



Mutation Channel

Wallpaper (or Wallpaper XL), Medium Rectangle left on front pages respectively Medium Rectangle in articles, background colour of your choice behind the wallpaper and behind the derStandard.at logo.

24 h channel / AIs upon request **€100.- CPM**



Article Page Exclusive

Brand our article pages with your ad format of choice: Wallpaper/ Wallpaper XL/Sitebar/Billboard, Medium Rectangle

Run-of-Site **€55.- CPM**
Targeting **€70.- CPM**



Live Ticker

Seize the high involvement of users in this environment for your ideal ad placement. Attention: The sitebar will be displayed in all elements of the booked channel, incl. all other Live Tickers and articles (this format cannot be delivered on mobile devices).

Medium Rectangle **€30.- CPM**
Sitebar **€50.- CPM**



Mutation Light Homepage

Wallpaper/Wallpaper XL/Sitebar/Billboard, Medium Rectangle left, background colour of your choice behind the wallpaper and behind the derStandard.at logo.

24 h homepage / 400,000 AIs guaranteed* **€30,000.-**



Mobile Mutation Homepage

Change of background and font colour, background image, up to 4 ad spaces available: Understitial, Mobile Medium Rectangle, Mobile Sitelink, Mobile Promotion-Teaser, Mobile Banner

24 h homepage / 300,000 AIs guaranteed* **€30,000.-**
Mobile Mutation Channel upon request



Mobile Page Exclusive

Up to 2 ad spaces available: Understitial, Mobile Medium Rectangle, Mobile Sitelink or Promotion-Teaser, Mobile Banner

Run-of-Site **€55.- CPM**
Targeting **€70.- CPM**

* This guarantee exclusively applies to the main format of the Mutation (Wallpaper/Wallpaper XL, Billboard or Sitebar)/Mobile Mutation (Understitial, Mobile Medium Rectangle). It includes all AIs of the homepage within 24 hours, potentially missing AIs based on the given guarantee will be supplemented dynamically ROS with FC4 either the same or the following days.

For best practice examples please visit derStandard.at/SpecialOffersOnline.

Brand Safe with High Quality and Security Standards / Informations



Visibility Guarantee 60/1-30

An ad is considered delivered when at least 60% of its pixels are in view for at least one second. After 30 seconds the depicted ad may change. Visibility measurements on mobile devices are not available.



Security

All ad formats are securely transmitted via HTTPS.

- The minimum booking quantity on derStandard.at is **€ 1,500.-** per order (except for programmatic bookings).
- Each campaign includes one ad substitution. For each additional change a handling fee of **€ 200.-** will be charged.
- **CPM:** Cost per mille or cost per thousand (CPT). The cost for 1,000 views (= AIs = Ad Impressions) of your advertisement.
- The CPM does not include the streaming and hosting of your ad. Services available upon request.

Programmatic Advertising



These ad formats are also bookable programmatically on derStandard.at/derStandard.de:

Austrian traffic: 300 x 250, 160 x 600, 728 x 90, 300 x 600 (Sitebar with selected providers)

International traffic: 300 x 250, 160 x 600, 728 x 90, 300 x 600, 468 x 60

By whitelisting and targeting derStandard.at or mobil.derStandard.at you ought to be able to access our inventory immediately with the most common demand side platforms (DSP). We will clarify the access possibilities at any time with your technology partner in case of doubt. For an ideal programmatic cooperation we recommend an agreement on Private Deals, so you can book our inventory even more aimed and at best possible floor prices.

For further information please find our sales contact on derStandard.at/Programmatic or via e-mail: programmatic@derStandard.at.

Performance- and Affiliate-Marketing

We also offer billing models for your performance-based campaigns

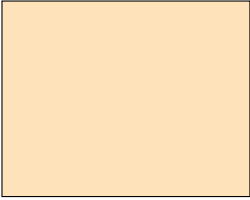
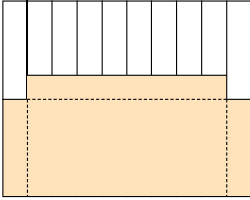
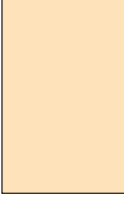
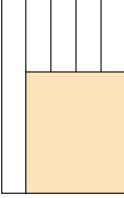
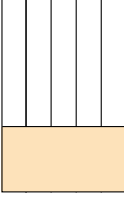
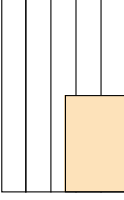
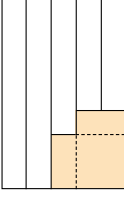
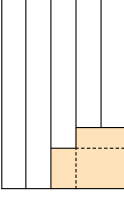
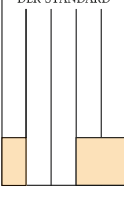
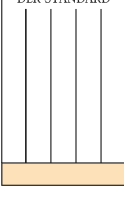
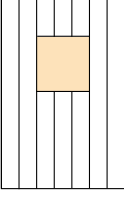
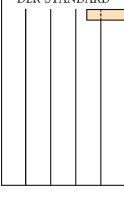


CPC (Cost per Click), **CPL** (Cost per Lead), **CPO** (Cost per Order), **Affiliate/Revenue-Share**

We put special emphasis on joint optimization and further development of your performance-campaigns (A/B testing, Landing page optimization, etc.) and derive appropriate result targets.

For further information please find our sales contact on derStandard.at/CPX or via e-mail: cpv@derStandard.at.

Formats and Rates

		2/1 Spread Page 566 x 420 mm							Spread Page Junior Page, 1/2 Page 458 x 260 mm, 566 x 208 mm				
		Mon–Fri		€35,700.–					Mon–Fri		€24,500.–		
		Sat		€45,900.–					Sat		€33,050.–		
		Other spread formats upon request.											
		1/1 Page 266 x 420 mm							Junior Page 212 x 260 mm				
		Mon–Fri		€19,700.–					Mon–Fri		€12,250.–		
		Sat		€26,200.–					Sat		€16,500.–		
		1/3 Page 5 columns 266 x 138 mm							1/4 Page Box 131 x 208 mm				
		Mon–Fri		€9,050.–					Mon–Fri		€6,950.–		
		Sat		€11,850.–					Sat		€9,000.–		
		1/6 Page 2 columns 104 x 174 mm 3 columns 158 x 116 mm							1/8 Page 2 columns 104 x 130 mm 3 columns 158 x 87 mm				
		Mon–Fri		€4,700.–					Mon–Fri		€3,500.–		
		Sat		€6,000.–					Sat		€4,500.–		
		Front Page 1 column 50 x 104 mm							Front Page Strip 266 x 50 mm				
		Mon–Fri		€3,600.–					Mon–Fri		€8,250.–		
		Sat		€4,750.–					Sat		€10,500.–		
		2 columns 104 x 104 mm											
		Mon–Fri		€7,150.–									
		Sat		€9,400.–									
		Island Ad (funds section) 112 x 117 mm							Skyline Front Page 85 x 25 mm				
		Tue–Fri		€3,100.–					Mon–Fri		€2,000.–		
		Sat		€4,000.–					Sat		€2,500.–		
		Section Front Pages 50 x 25 mm											
		Mon–Fri		€1,000.–									
		Sat		€1,500.–									

Details

SCMM 5 columns	per column	Mon–Fri	€13.60	Sat	€17.40	(minimum height: 50 mm)
Prime Positioning	25 % surcharge applies to all section front pages and pages 3 & 5 of the first section (min. 1/4 page)					
Specified Positioning	15 % surcharge (min. 1/4 page) or at least €750.–					
Solus Positioning	from 1/3 page up guaranteed					
Paper Dimensions	300 mm wide x 450 mm high; type area 266 mm wide x 420 mm high					
Column Widths	1 column	2 columns	3 columns	4 columns	5 columns	
	50 mm	104 mm	158 mm	212 mm	266 mm	

When there is an Austrian bank holiday on Saturday, the weekend-issue will be published on Friday. Because of the higher print run, weekend rates apply. Advertisements within regularly issued sections will also appear in DER STANDARD-Kompakt (Mon–Fri), see derStandard.at/formats for corresponding ad sizes. Subject to change due to current news coverage.

Loose Inserts

Rates*	up to 40 g/k		up to 100 g/k		up to 200 g/k		
	A	B	A	B	A	B	
Tue–Sat	€100.–	€200.–	€150.–	€350.–	€195.–	€400.–	* A: Retail, home delivery, newsvendors, newsstands (self-service, Sat/Sun), bulk subscriptions
Mon/Bank Holiday**	€140.–	€240.–	€190.–	€390.–	€235.–	€440.–	B: postal delivery incl. postage (bookable only in combination with A)

** For publications on Monday or the day after a national bank holiday, higher rates apply due to higher production costs.

Heavy brochures, unusual formats and possible partial geographical cover upon request (higher rates may apply). If you enclose less than 10,000 inserts, a handling fee of **€400.–** will be charged. The scale of discount does not apply to inserts. Inserts are distributed within the booked distribution area, excluding DER STANDARD-Kompakt. Booking deadline is ten working days prior to publication date. Inserts, containing third party ads are only accepted if agreed upon in advance and for an extra charge: Per ad a surcharge of 10 % will be added and no discounts will be granted. For further details visit derStandard.at/inserts.

RONDO and other Supplements

Supplement dimensions	Publication title	Ad formats
Large format: 285 x 440 mm	RONDO, RONDOmobil, RONDO Digital, RUNDUM-Magazines, Uhren & Schmuck	2/1 Spread Page, 1/1 Page, Magazine, 1/2 vertical, 1/2 horizontal, 1/3 vertical, 1/3 horizontal, 1/4 vertical, 1/4 horizontal, 1/4 Box, 1/9 Page
Oversize: 240 x 325 mm	Portfolio, RONDO Open Haus, FORSCHUNG*	2/1 Spread Page, 1/1 Page, 1/2 vertical, 1/2 horizontal, 1/3 horizontal
	RONDO Exklusiv*, CURE	2/1 Spread Page, 1/1 Page

	2/1 Spread Page Large €25,500.- T: 538 x 384 mm, B: 570 x 440 mm Oversize €25,500.- T: 452 x 279 mm, B: 480 x 325 mm	All other spread formats upon request.		1/1 Page Large €14,000.- T: 253 x 384 mm, B: 285 x 440 mm Oversize €14,000.- T: 204 x 279 mm, B: 240 x 325 mm	
	Magazine Large €11,000.- T: 189 x 242 mm, B: 205 x 273 mm		1/2 Page vertical Large €9,000.- T: 125 x 384 mm, B: 141 x 440 mm Oversize €9,000.- T: 100 x 279 mm, B: 114 x 325 mm		1/2 Page horizontal Large €9,000.- T: 253 x 190 mm, B: 285 x 221 mm Oversize €9,000.- T: 204 x 138 mm, B: 240 x 162 mm
	1/3 Page vertical Large €7,000.- T: 81 x 384 mm, B: 97 x 440 mm		1/3 Page horizontal Large €7,000.- T: 253 x 125 mm, B: 285 x 156 mm Oversize €7,000.- T: 204 x 86 mm, B: 240 x 110 mm		1/4 Page vertical Large €5,500.- T: 61 x 384 mm, B: 77 x 440 mm
	1/4 Page horizontal Large €5,500.- T: 253 x 93 mm, B: 285 x 124 mm		1/4 Page Box Large €5,500.- T: 125 x 190 mm, B: 141 x 221 mm		1/9 Page Large €2,550.- T: 81 x 125 mm, B: 97 x 156 mm

T = type area; B = bleed size (+ 3 mm bleed for trimming on all edges)

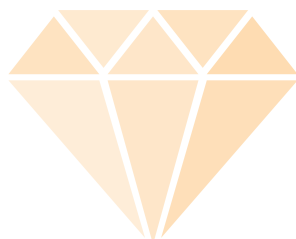
25% surcharge for prime positions on IFC and OBC. **15% surcharge** for specified positions (or at least **€750.-**). Solus positioning from 1/3 page guaranteed.

Our supplements are distributed within the booked distribution area, excluding DER STANDARD-Kompakt.

* RONDO Exklusiv and FORSCHUNG are distributed as supplements in DER STANDARD or can be purchased at selected retailers.

Special Formats

Stand out from the crowd – Creative ads in DER STANDARD and its supplements



DER STANDARD not only provides the perfect editorial environment for your advertising campaign, but also the creative expertise to find the right type of advertising to meet your communication goals. Many of those once bespoke ad projects are now well-established ad formats – but maybe the best is yet to come?

Here are a few examples of our Special Formats: Front Page Cover, DER STANDARD-Kompakt distribution campaign, Memostick, Scentseal, Sachets, Tip-on Cards, Gate Cover, Split Cover, Bound-in Inserts, Super panorama ads, Branding of self-service newsstands and many more.

Get inspired: Browse through our special formats on derStandard.at/BWFPrint.

Native Advertising

Native Advertising is characterized by paid ads that are cohesive with the page content and very well assimilated into its design. This way you create awareness and involvement for your specific concern. **Your advantage:** Campaigns in high quality journalistic environments enjoy a higher credibility and advertising acceptance.

User Generated Content – Interact with our community



derStandard.at hosts the biggest and most active community of all Austrian online media. UGC-projects allow you to interact directly with our users to find out about their opinions and preferences. We offer various UGC-formats which are developed in agreement with our in-house UGC-team in order to secure a user-friendly implementation of an engaging topic that sparks the interest of our users.

Promotion – Complex content explained in detail



Promotions offer the possibility to extensively present your USP or other complex corporate content in an attractive manner to a large audience. This way the reader benefits from the additional information that exceeds classic product advertising. Your benefits:

- STANDARD look & feel
- The main focus lies on the content
- Room for explanations
- Integration of social media and multimedia content

Feature – A special format for special contents



This attractive long-read invites the users to delve into enthralling articles. In the form of a promotion it offers the ideal platform to communicate your contents extensively and in a special way.

An article in the feature format is characterized by a particularly creative combination of text, images, videos and interactive infographics.

SPEZIALS – The perfect environment for your target audience



Our editorial SPEZIALS focus on various topics and industries, such as ecology, transportation & logistics and many more. The range of topics thus created offers a highly affine advertising environment for your products and services.

Agenda Setting – Your topic, our independent editorial content



Your topic of choice is published as a special topic section in the paper. Published articles will be of high journalistic quality – independently researched and edited by our editors. Prior editorial consent on content mandatory. Theme proposals and rates upon request.

Labelling: "The topic is paid advertising in form of a cooperation with *the customer*. Der STANDARD is responsible for all editorial content."

Promotional Spread – Adequate space for complex topics



Seize the STANDARD as an information platform for your cause and introduce our readers to your agenda or USP. Your contents will be set in our look & feel. Texts and pictures will be published as provided. Alternatively, we can commission a copywriter who will compose your articles.

Corporate Publishing – Your magazine, our style



We design and produce your magazine, including content, photography, layout (in the look & feel of our magazine RONDÖ), production and logistics.

Special Pages – Individual variety of topics



The Special Pages open up a whole new perspective for cooperations: Together with the customer we develop topic ideas that not only provide an ideal environment for a classic advertising presence but also enable "sponsored content".

"Special Pages" is a product from our in-house corporate publishing agency and will be enclosed in DER STANDARD (excl. STANDARD-Kompakt). Our in-house corporate publishing agency is responsible for all editorial content.

We are happy to help you find the perfect product that matches your communication strategy. All print products are also available on derStandard.at.

Online

Deadline Ad Delivery	buchungen@derStandard.at, tel.: +43 1 53 170-634 3 working days prior to campaign start For special ads and campaigns: longer lead times as agreed upon.
Ad Dimensions and File Size	Please find the exact dimensions for your ad on this rate card. Maximum file size: <ul style="list-style-type: none"> • In general 80 KB (Kilobyte) • Mobile Ads 40 KB • Teaser-images (Promotions/Sitelinks) 10 KB
Ad Production	Upon request we can commission an agency to produce your ad for an extra charge.
File Formats	We support all established formats: <ul style="list-style-type: none"> • Classic images, e.g. .jpg, .gif • HTML5 and SVG <p>Upon request we can commission an agency to produce your HTML5-ad. Please deliver your HTML5 ad as embedding link, i.e. a URL of your index.html-file (main file).</p> <ul style="list-style-type: none"> • Images for Promotion-Teasers and Sitelinks have to be delivered as static images. • Costs for hosting and streaming are not included in the depicted rates.
Tag-in-Tag and Tracking Pixel	Tag-in-tag bookings can be incorporated as JavaScript or iframe. Please note our conditions on the processing of user data on page 8.
Close Button	The Sitebar can be equipped with a close button, calling the JavaScript function iab_hide() or IABclose(). The Understitial cannot include a close button.
Linking and Clickthrough	In accordance with the IAB guidelines, HTML5 ads need to support a clickthrough in form of a clicktag variable. Should any questions arise, please contact us before delivering your material.
Animation	An animation in the advertising material may loop up to three times, then stop.
Sound	Sound ads must provide one of these options (no autoplay): <ul style="list-style-type: none"> • MouseOver: Sound is only active when a user moves the cursor over the ad and must stop as soon as the cursor moves away. • Play Button: Sound is only active when user intentionally clicks on the ad's sound button.
Contact	If the advertising material is to communicate with other content on the page or if there are any other questions please contact us directly: Martin Altersberger: buchungen@derStandard.at, tel.: +43 1 53 170-773

Print

Delivery to	E-Mail: produktion@derStandard.at FTP: ftp.derStandard.at, user: anzeigen, password: anz2stan Proofs/data carriers: to our postal address, attention: Ad Production
DER STANDARD (Newspaper)	Newspaper offset printing ISO 12647-3, Salmon-pink paper colour, 45 g/m ² , Colour profile: ISOnewspaper26v4, images should be at least 200 dpi at the used size Booking deadline = copy deadline; 10 a.m. one working day prior to publication date
RONDO/Magazines	For information on booking/copy deadlines and details on paper and colour profile of each magazine see respective factsheets on derStandard.at/magazines . Images should be at least 300 dpi at the used size, bleed formats: please add 3mm bleed on each side
File Formats	PDF 1.3 preferred (X-1a or X-3) output-intent, ISOnewspaper26v4 for advertisements on newspaper and PSO_LWC_Improved_eci for our magazines
Distillers, Colour Profiles	For details visit derStandard.at/printdelivery
Printing Material	Digital printing material only
Contact	Wolfgang Frühauf/Hermann Mifeck produktion@derStandard.at, tel.: +43 1 53 170-388 or -431, fax: +43 1 53 170-341
	Modification information for ad placements in DER STANDARD-Kompakt: derStandard.at/formats Requirements for inserts: derStandard.at/inserts

For further details visit derStandard.at/datadelivery.

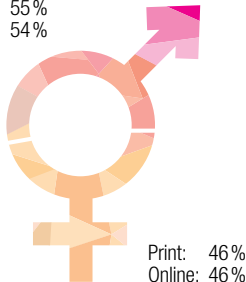
Media Data

Print	Ø Mon-Sat 444,000 readers/issue (6.0 %), Sat 488,000 readers/issue (6.6 %) Ø Mon-Sat 52,000 (15.5 %), Sat 100,000 decision-makers/issue Ø Mon-Sat 77,000 copies, Sat 113,000 copies (total circulation)	NRS ~ MA 16/17 BMRS ~ LAE 2015 ABC ~ OeAK 1 st half 2017
Online (total)	2.13 million unique users/month (28.7 %) 5.91 million unique clients, 33,92 million visits, 144,39 million page impressions	OeWA Plus 2017-II OeWA Basic 10/2017
Mobile	1.07 million unique users/month (14.4 %) 3.71 million unique clients, 74.34 million page impressions	OeWA Plus 2017-II OeWA Basic 10/2017
Crossmedial	Ø Mon-Sun 79,000 decision-makers/day (23.6 %)	BMRS ~ LAE 2015

Audience

Gender

Print: 55 %
Online: 54 %



Age 20-39 yrs.

Print: 37 %
Online: 43 %

under 20 yrs.

Print: 9 %
Online: 9 %

40-59 yrs.

Print: 33 %
Online: 35 %

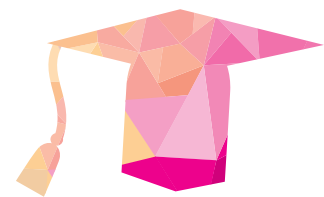
60 yrs. and older

Print: 22 %
Online: 14 %



A-levels/Academics

Print: 59 %
Online: 43 %



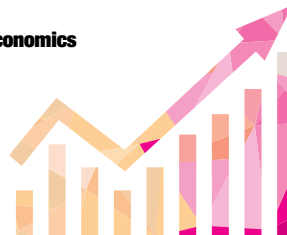
Household Income (net)

Print (> €2,550.-): 68 %
Online (> €2,500.-): 57 %



Interest in Economics

Print: 65 %
Online: 53 %



Decision-makers (self-employed, leading position)

Print: 41 %
Online: 21 %



Source: MA 16/17 (Print) respectively OeWA Plus 2017-II, multiple domains (online) – structural analysis

For regularly updated media data as well as further details on our readership visit derStandard.at/Mediadaten.

Extract from our Business Conditions

Reservation and Cancellation Terms

Online: Any reservation has to be confirmed within 24 hours, as soon as another client requests an order for the same date. A free of charge cancellation is not possible once the order has been concluded. In that case the Advertising Service must be paid in full. This also applies for campaigns that have already started.

Print: Reservations on prime positions are valid up to four weeks prior to publication. From that time onwards only confirmed bookings are accepted. Any cancellations after the booking deadline must be paid in full by the client.

Cross-medial: Online cancellation terms apply.

Processing of User Data

Advertising on derStandard.at, it is explicitly forbidden to use technical instruments that enable to identify and trace the user on other websites. This does not apply to collecting anonymous data in order to analyse specific campaigns on derStandard.at itself. The use of personal information is only permitted with the users' active consent.

General Information

Contact

STANDARD Advertising
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