

Mutations

DER STANDARD

in your corporate design

High attention guaranteed

DERSTANDARD

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 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!

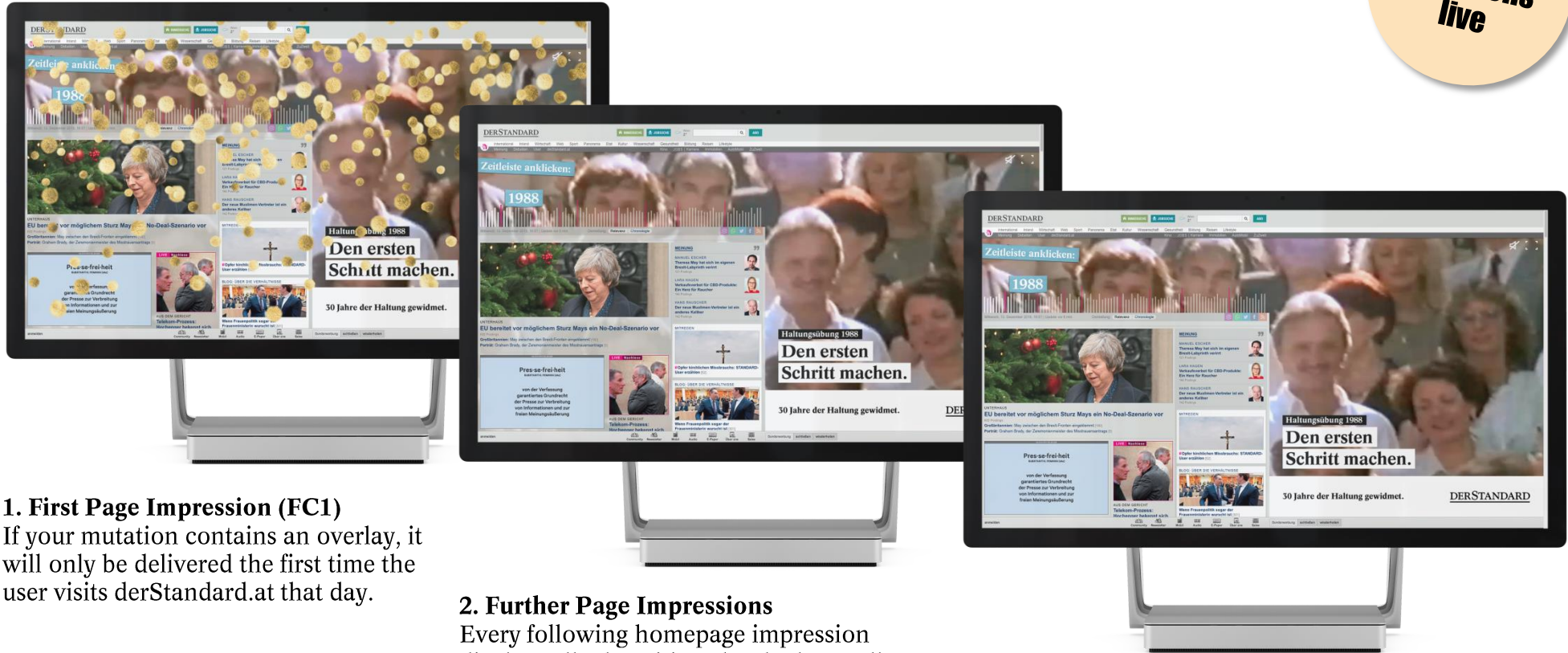
* This guarantee exclusively applies to the main format of the mutation (Wallpaper/Wallpaper XL, Billboard or Sitebar). It includes all Als of the homepage within 24 hours, potentially missing Als based on the given guarantee will be supplemented dynamically ROS with FC4 either the same or the following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

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.

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How to: Mutation full

Explore
Mutations
live



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

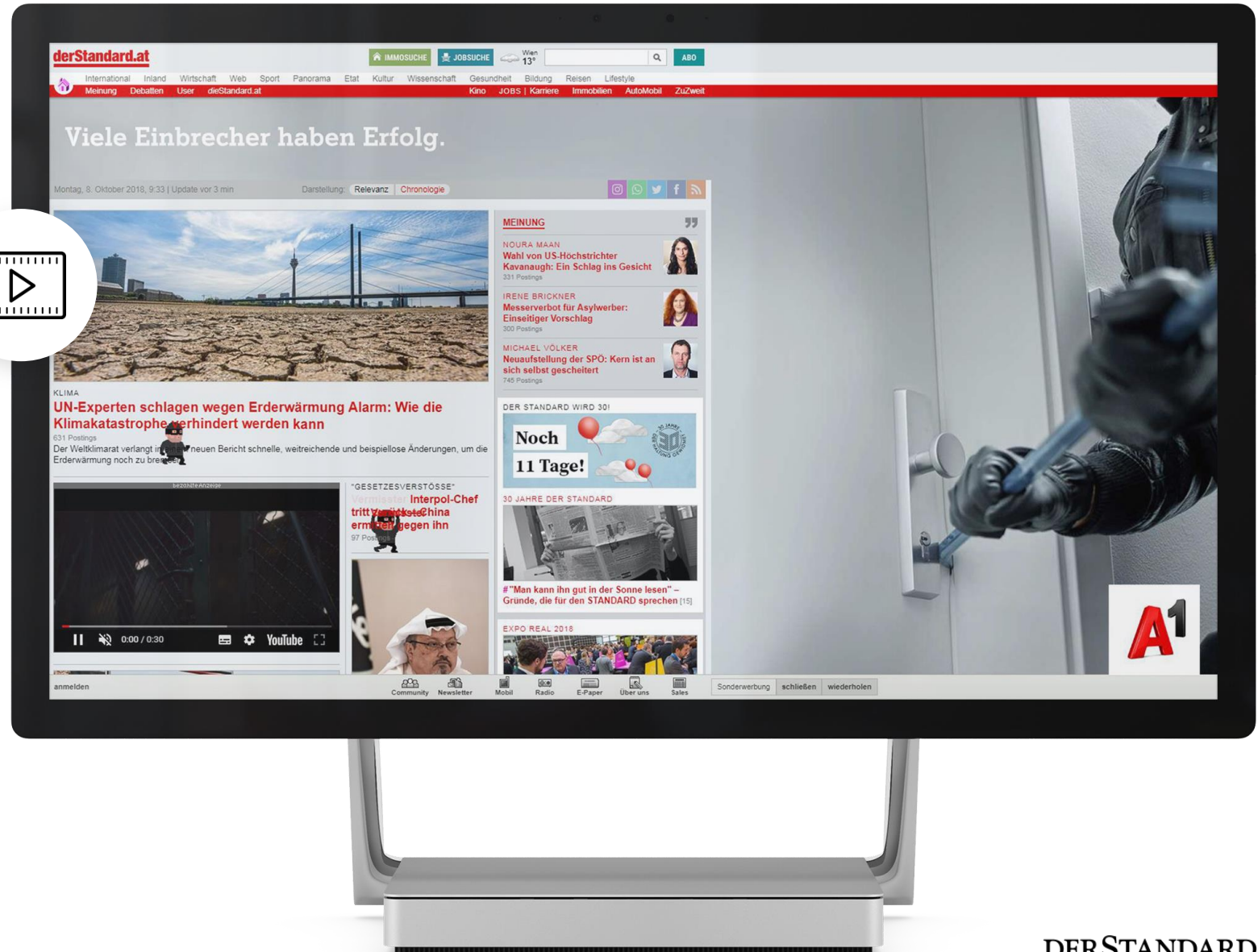
Every following homepage impression displays all ad positions booked as well as the background color or background picture.

3. Close or Repeat

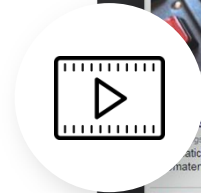
Clicking the button "schließen" (close) ends the mutation within the editorial content; the standard ad formats displayed and the background color at the top remain. By clicking the repeat button ("wiederholen") the mutation can be reloaded (including the overlay).

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Mutation full A1



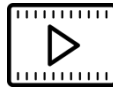
Mutation full Mazda



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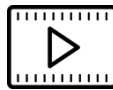
Mutation full

Stadt Wien

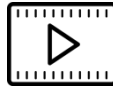


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Mutation full Samsung

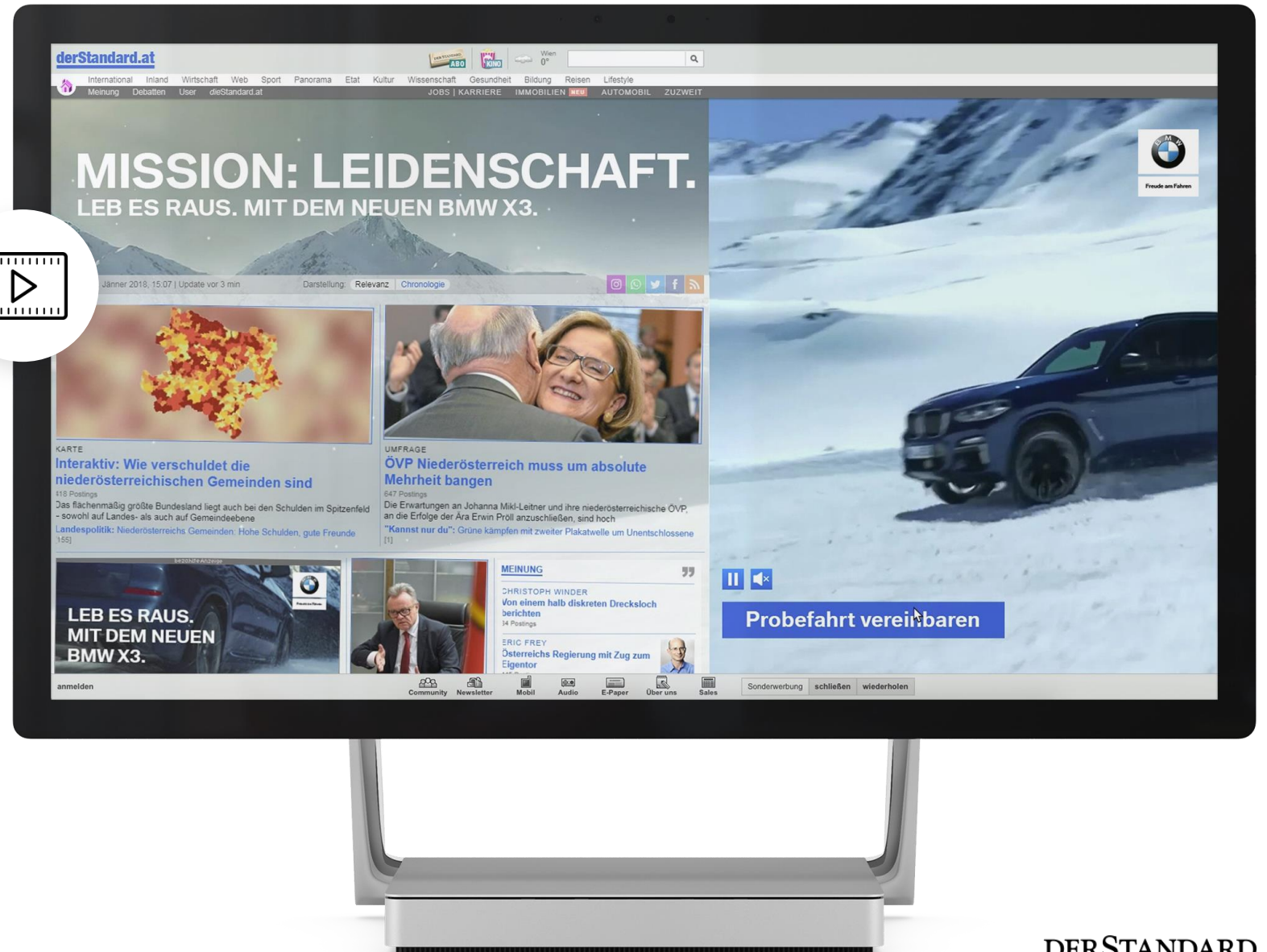
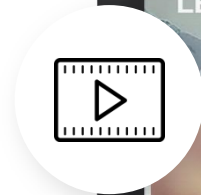


Mutation full Netflix

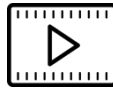


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Mutation full BMW



Mutation full Sky



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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 AIs guaranteed*

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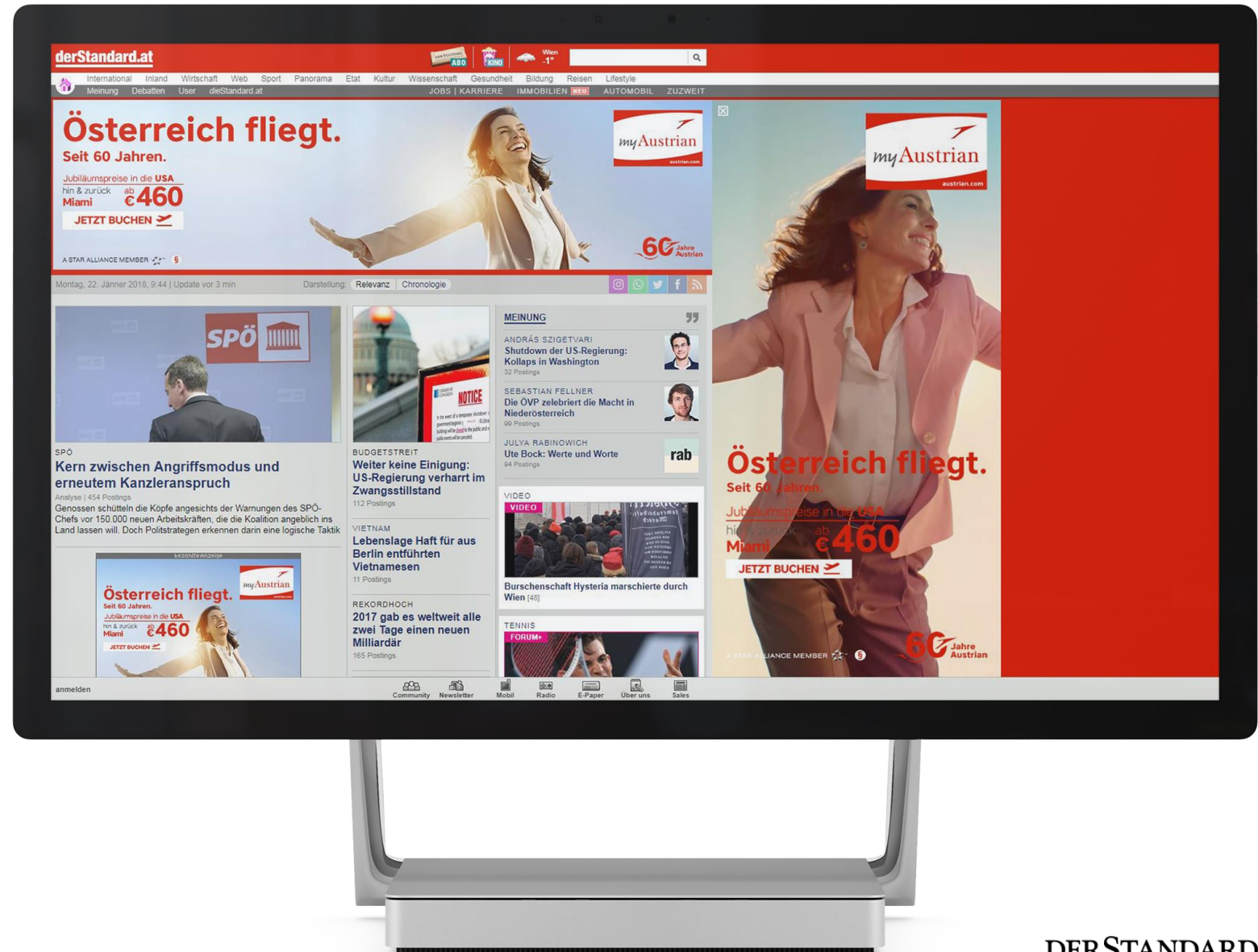
Mutation light Münze Österreich



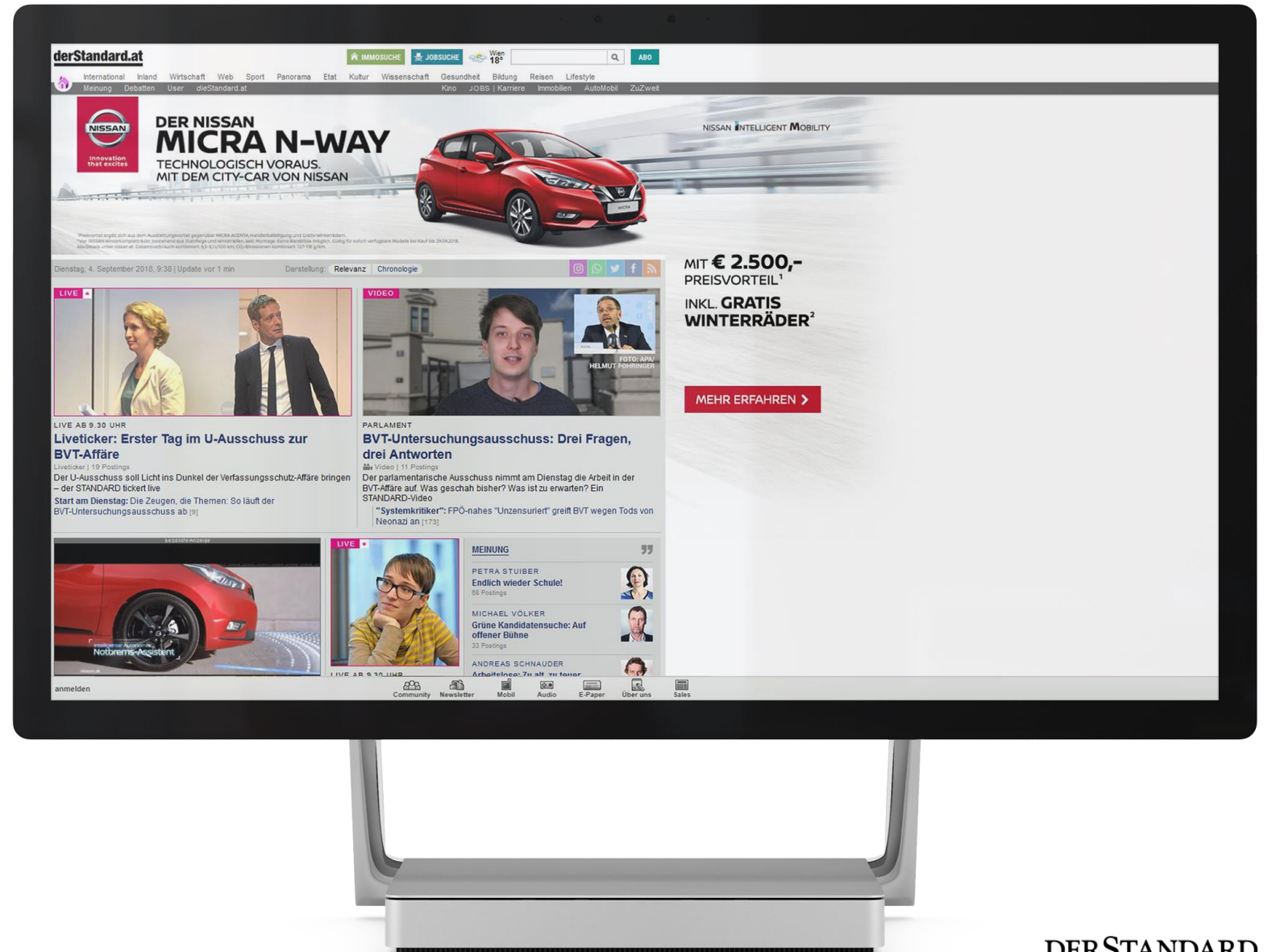
Mutation light Billa



Mutation light Austrian Airlines



Mutation light Nissan



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Mutation light UPC



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 € 100.– (gross)	24 h channel, Als upon request

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Mutation Channel

Clarins / Hermès



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Mutation Channel

Carpe Diem



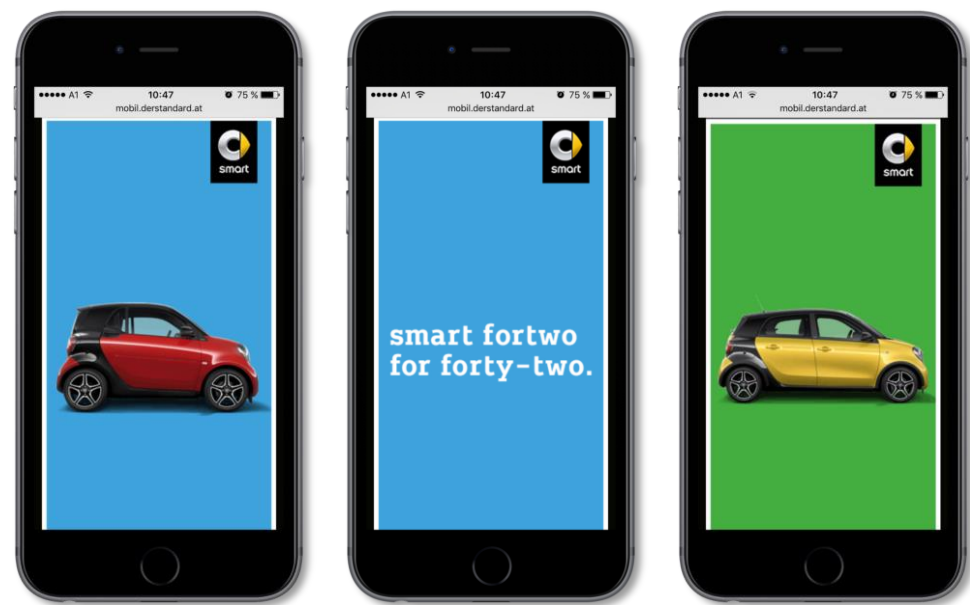
Mutation Channel Nikon



Mobile Mutation Homepage

This mutation gives you the opportunity to present our mobile homepage in your campaign design for one day.

Options	
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	
Value (gross)	€ 40.000,- 24 h mobile homepage / 400,000 AIs guaranteed*



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Thank you for your interest!

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 [derStandard.at/Sales](https://www.derStandard.at/Sales)

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