

advertising formats	dimensions (pixel)	max file size	price units* (see 2nd page)				run of network
			A	B	C	D	
Banner	468x60 & 728x90	40 kb	25,- €	20,- €	15,- €	10,- €	2,- €
Double Superbanner	728x180	60 kb	60,- €	50,- €	40,- €	30,- €	-
Skyscraper	120x600 & 160x600	40 kb	30,- €	25,- €	17,50 €	12,50 €	2,50 €
Sticky Skyscraper	160x600	40 kb	35,- €	27,50 €	20,- €	15,- €	-
Long Skyscraper	160x1200	50 kb	35,- €	27,50 €	20,- €	15,- €	-
Splitscreen Ad	300x600	50 kb	35,- €	27,50 €	20,- €	15,- €	-
Medium Rectangle	300x250	40 kb	55,- €	45,- €	40,- €	27,50 €	6,- €
Wide Rectangle	468x250	50 kb	70,- €	55,- €	50,- €	35,- €	-
Flash Layer	400x400	50 kb	85,- €	75,- €	70,- €	50,- €	-
Banderole Ad	770x250	40 kb	85,- €	75,- €	70,- €	50,- €	-
Interstitial	800x600	50 kb	110,- €	100,- €	90,- €	70,- €	-
Pop-Under	800x600	50 kb	85,- €	75,- €	70,- €	50,- €	10,- €
Wallpaper	see single formats	80 kb	75,- €	60,- €	50,- €	40,- €	-
Tandem Ad (Banner+Sky)	see single formats	80 kb	60,- €	50,- €	40,- €	30,- €	-
Tandem Ad (Layer+Banner)	see single formats	90 kb	95,- €	80,- €	75,- €	55,- €	-
Tandem Ad (Layer+Sky)	see single formats	90 kb	100,- €	85,- €	80,- €	60,- €	-
Triple Ad (Layer, Banner+Sky)	see single formats	130 kb	120,- €	105,- €	100,- €	80,- €	-
Triple Ad (Interst., Banner+Sky)	see single formats	130 kb	140,- €	125,- €	120,- €	90,- €	-
Expandable Wallpaper	see single formats	100 kb	95,- €	80,- €	75,- €	55,- €	-
Expandable Banner	468x60 > 468x180 & 728x90 > 728x270	50 kb	50,- €	40,- €	35,- €	25,- €	-
Expandable Skyscraper	120x600 > 360x600 & 160x600 > 480x600	50 kb	60,- €	50,- €	40,- €	30,- €	-
Expandable Splitscreen Ad	300x600 > 900x600	60 kb	70,- €	55,- €	50,- €	35,- €	-
Expandable Medium Rectangle	300x250 > individual	50 kb	90,- €	75,- €	70,- €	55,- €	-
Expandable Tandem Ad (Banner+Sky)	see single formats	100 kb	75,- €	60,- €	50,- €	40,- €	-

\* Booking ability is not guaranteed for every advertising format on every ad placement unit.

Video Advertising	max. duration	price units* (see 2nd page)				run of network
		A	B	C	D	
PreRoll 15	15 seconds	90,- €	75,- €	70,- €	50,- €	-
PreRoll 20	20 seconds	95,- €	80,- €	75,- €	55,- €	-
PreRoll 25	25 seconds	100,- €	85,- €	80,- €	60,- €	-
PreRoll 30	30 seconds	110,- €	100,- €	90,- €	70,- €	-
PostRoll	60 seconds	75,- €	60,- €	50,- €	40,- €	-

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## sponsorings, specials and cooperations

Sponsorings, specials and cooperations are bookable throughout the whole portfolio of freeXmedia. Please contact us for an individual offer.

All prices are in Euro and do not include VAT at the appropriate rate. freeXmedia reserves itself the right of price alignments. Please consider [www.freeXmedia.de](http://www.freeXmedia.de) for corresponding changes as well as information about our advertising media. All previous price lists are hereby no longer valid.

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**management board:**  
Andreas Engenhardt, Stephan Esch, Christoph Vilanek

registered office: Hamburg  
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price units & ad placement units in order to thematical priorities				
	A	B	C	D
<b>Automotive</b> Cars - Motorcycle - Motorsports	auto-motor-und-sport.de 4wheelfun.de motor-klassik.de motorradonline.de motorsport-aktuell.com sportauto-online.de	<b>Automotive Combination</b> freenet Auto autouniversum.de MPS Flugportale motorvision.de	<b>Automotive CombinationXL</b> motor-talk.de	
<b>Digital Entertainment</b> Consumer Electronics - IT - Gaming		computerbase.de Home & Categories digital-world.de RoS (IDG) macwelt.de RoS (IDG) notebookinfo.de pcwelt.de RoS (IDG) winfuture.de Home & Categories	<b>Consumer Electronics Combination</b> freenet Unterhaltung freenet Digitale Welt 4players.de Home & Categories computerbase.de RoS gamezone.de Home & Categories <b>IDG Combination</b> megatest.de winfuture.de RoS	<b>Digital Entertainment Combination</b> <b>Core Gamer Combination</b> <b>Gaming Combination</b> 4players.de RoS 4players.de PGN babydow.de gamezone.de RoS howrse.de podcast.de xchar.de
<b>Sport</b> Football - Handball - More Sports		freenet Sport handballecke.de handball-world.com leichtathletik.de transfermarkt.de Home & Categories weltfussball.de Home & Categories	<b>Sport Combination</b> transfermarkt.de RoS weltfussball.de RoS	
<b>Active Living</b> Lifestyle - Outdoor - Funsports	menshealth.de Home & Categories runnersworld.de Home & Categories Outdoorchannel Home & Categories	menshealth.de RoS freenet Frauen Lifestyle freenet Männer Lifestyle blonde.de RoS golfpunk.de RoS runnersworld.de RoS Outdoorchannel RoS bergsteiger.de freedommx.de RoS funsporting.de motomag.de RoS mtbrider.de RoS planetoutdoor.de skateboardmsm.de RoS skiing.de RoS snowboardermbm.de RoS snowboarden.de RoS surfersmag.de RoS tourwerk.com RoS windsurfersmag.de RoS	<b>Lifestyle Combination</b> <b>Outdoor &amp; Funsport Combination</b> <b>Outdoor Combination</b> <b>Funsport Combination</b>	
<b>General Interest / Websites freenet Group</b>		freenet Auto freenet Finanzen freenet Leben freenet Sport aktiencheck.de RoS scoach.de RoS	freenet Digitale Welt freenet Logout freenet Nachrichten freenet Shopping freenet Home freenet Unterhaltung Checksites Kombination	<b>freenet RoS</b> freenet Mail freenet Community freenet Singles debitel.de klarmobil.de mobilcom-debitel.de talkline.de

targeting options <small>(bookable for channels, ROS and thematical combinations)</small>		surcharge	HP events	fixed price
<b>demographical targeting</b>	e.g. age, gender, education, employment, net household income, size of household, children in household all bookable options on freeXmedia.de	2.50 € per item	<b>Branded Homepage freenet.de</b> Wallpaper, 2,5 Mio. AI guaranteed	45.000.- € / per day
<b>behavioural targeting</b>	e.g. cars, finance, fashion, house & garden, beauty & care, food & drinks all bookable options on freeXmedia.de	2.50 €	<b>Branded Homepage freenet.de</b> Expandable Wallpaper (mouseover) 2,5 Mio. AI guaranteed	50.000.- € / per day
<b>geographical targeting</b>	postal code, metropolises, german federal lands, nielsen areas, area categories	2.50 €	<b>Branded Homepage freenet.de</b> special events based on Wallpaper & med. Rectangle - 2,5 Mio. AI guaranteed	60.000.- € / per day
<b>technical targeting</b>	frequency capping, bandwidth, SPAR frequency limit, time	2.50 € per item -	<b>Branded Homepage freenet.de</b> special events based on Wallpaper & Layer 2,5 Mio. AI guaranteed	65.000.- € / per day
<b>targeting freexmedia network</b> <small>(up to 3 targeting options inclusive or LOHAS, DINKS, Best Ager)</small>		<b>CPM</b>	<b>Branded Homepage freenet.de</b> special events based on exp. Wallpaper & med. Rectangle - 2,5 Mio. AI guaranteed	65.000.- € / per day
freeXmedia run of network Banner / Skyscraper		10.- €	<b>Branded Homepage freenet.de</b> special events based on Wallpaper, med. Rectangle + Layer - 2,5 Mio. AI guaranteed	75.000.- € / per day
freeXmedia run of network Medium Rectangle / PopUnder		20.- €	<b>Branded Homepage freenet.de</b> special events based on Wallpaper, med. Rectangle + Layer - 2,5 Mio. AI guaranteed	75.000.- € / per day
			<b>Branded Homepage transfermarkt.de</b> Wallpaper - 1 Mio. AI guaranteed	20.000.- € / per day
Homepage events available on additional websites. Reach and prices on request.				

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Our general terms and conditions apply:  
<http://www.freeXmedia.de/abwicklung/agb/index.html>

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