Advertising Formats
BerlinOnline Stadtportal GmbH & Co. KG
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Overview advertising media formats

**Special-advertising**

- Teaser / Teaser Ad
- Sponsored Link
- Newsletter advertising
- Advertorial
- The directory for Berlin

**Display-advertising**

- UAP
- Wallpaper
- Halfpage Ad
- Billboard
- Sidebar
- Fireplace

*desktop, tablet and mobile compatible*
Special Advertising – Teaser

Teaser

+ your advert in editorial shape with text and image
+ can be placed nearly everywhere
+ direct link to your page with SEO relevance
+ Advertising is resistant to AdBlocker

Image: Berlin.de: 800x600 px
visitBerlin.de: 370x218 px; 465x351 px

Headline: ca. 40 characters incl. blanks
Promotion text: ca. 140 characters incl. blanks

Fixed price: from 50.00 – 150.00 EUR / week
Long term positioning: from 600.00 EUR / year
Special Advertising – TeaserAd

TeaserAd
+ your advert in editorial shape with text and image (page 9)
+ delivery via AdServer, that enables Geo-Targeting,
  Predictive Behavioral Targeting and Frequency Capping
+ delivery across all devices

Image: Berlin.de: 800x600 px
  visitBerlin.de: 420x236 px

Headline: ca. 40 characters incl. blanks
Promotion text: ca. 140 characters incl. blanks
CPM: 10,00 EUR
Special Advertising – Sponsored Link

Sponsored Link
combination of:

1) Keyword Advertising
2) Sponsored Link

+ your image-text-advert in the portal search results of Berlin.de and visitBerlin.de
+ keyword specific in portal search
+ max. 30 words for quick search
+ cost-per-click
+ Advertising is resistant to AdBlocker
+ visibility on every devices

Image: Berlin.de: 122 x 92 px
visitBerlin.de: 465x351 px
Headline: ca. 40 characters incl. blanks
Promotion text: ca. 140 characters incl. blanks
Cost-per-Click: 0.20 EUR
Startbudget: min. 100.00 EUR

Buy sponsored link
Special Advertising – Advertorial

Advertorial

+ Your content will be integrated individually with the look & feel of Berlin.de and visitBerlin.de
+ texts, images, PDF files, videos, Google Map widget - your requirement result in a site layout
+ various direct links to your website (SEO relevant)
+ daily page view and click tracking
+ all changes are free
+ Advertising is resistant to AdBlocker
+ advertising od the advertorial through Sponsored Link, Teaser or Banner

Fixed price: 50.00 EUR / week
**Newsletter Advertising**

- “Wochenend-Tips“ every Thursday: best of culture & events for the following week
- “Monats-Tips“ once a month: the highlights of the following month
- high reach and outstandingly opening rates (current values on request)
- multiple placements for advertising (limited)

**Image:** 800 x 400 px

**Headline:** ca. 50 characters incl. blanks

**Promotion text:** ca. 200 characters incl. blanks

**Fixed price:** 150 EUR / Teaser
Special Advertising – The directory for Berlin

BerlinFinder - The directory for Berlin

1) Premium Package
- top placement in search results
- up to 5 categories
- 20 keywords to find your advert
- a detail site (3) without competitive entries
- up to 10 images and 1 Video
- direct link to your website

Fixed price: 588,00 EUR / year

2) Business Package
- advanced placement above all basic entries
- up to 2 categories
- 5 keywords to find your advert
- a detail site (3) without competitive entries
- up to 3 images
- direct link to your website

Fixed price: 468,00 EUR / year

Book BerlinFinder listing now
Standard Advertising / UAP

1) Leaderboard
Specifications: 728/980 x 90 px
File format: gif, jpg, HTML 5
File capacity: max. 200 KB
CPM: 10.00 EUR

2) Skyscraper*
Specifications: 120 x 600 px / 160 x 600 px
File format: gif, jpg, HTML 5
File capacity: max. 95 KB
Optional: sticky - sticks to the position even when site is scrolled down
CPM: 10.00 EUR

3) MPU
Specifications: 300 x 250 px
File format: gif, jpg, HTML 5
File capacity: max. 95 KB
CPM: 15.00 EUR

UAP
Universal Ad Package:
Superbanner / leaderboard + Skyscraper + MPU
CPM: 12.00 EUR

All Displayads are desktop and tablet compatible.
* not bookable for visitBerlin.de
Wallpaper / Halfpage Ad

1) Wallpaper
A wallpaper is a combination of:

**Horizontal: Leaderboard**
(728/980 x 90 px)
**Vertical: Skyscraper** (120 x 160 px / 200 x 600 px)

File format: gif, jpg, HTML 5
Optional: Background colouring (no additional charge)
CPM: 30.00 EUR

2) Halfpage Ad
Specifications: 300 x 600 px

File format: gif, jpg, HTML 5
File capacity: max. 200 KB
CPM: 20.00 EUR
Billboard

+ fixed position between page header & content

Specifications: 800/980 x 250 px
File format: gif, jpg, HTML 5
File capacity: max. 200 KB
CPM: 30.00 EUR
**Sidebar**

+ adapts itself dynamically between website content and the very right screen border, so it uses the full space
+ also the height can vary, up to the full screen height

**Specifications:** 160 x 600 px - max. 1600 x screen height  
**File format:** gif, jpg, HTML 5  
**File capacity:** max. 200 KB  
**CPM:** 15.00 EUR

All Displayads are desktop and tablet compatible.
Bookable for: Berlin.de, visitBerlin.de, Berliner-Zeitung.de, Berliner-Kurier.de
Fireplace

+ creates a high-impact impression
+ combination of Skyscraper on the left, Leaderboard in the middle and Skyscraper on the right

Specifications:
Skyscraper right: 120 / 160 / 200 / 250 / 300 x 600 px
Skyscraper left: 120 / 160 / 200 / 250 / 300 x 600 px
Leaderboard: 980 x 90 px
File format: gif, jpg, HTML5 Redirect
File capacity: max. 200 KB per Ad
TKP: 35,00 EUR

All Displayads are desktop and tablet compatible.
Bookable for: Berlin.de, visitBerlin.de, Berliner-Zeitung.de, Berliner-Kurier.de
### MobileAds for smartphones

<table>
<thead>
<tr>
<th>Source</th>
<th>Page Impressions</th>
<th>Unique Users</th>
</tr>
</thead>
<tbody>
<tr>
<td><em><em>8,75 Mio. PIs</em> / month (m.Berlin.de)</em>*</td>
<td>1,85 Mio.</td>
<td></td>
</tr>
<tr>
<td><em><em>5,61 Mio. PIs</em> / month (m.Berliner-Zeitung.de)</em>*</td>
<td>1,03 Mio.</td>
<td></td>
</tr>
<tr>
<td><em><em>5,81 Mio. PIs</em> / month (m.Berliner-Kurier.de)</em>*</td>
<td>1,07 Mio.</td>
<td></td>
</tr>
</tbody>
</table>

* Page Impressions  
** Source: IVW 01-2019  
** Source: AGOF digital facts 2019-01
MobileAds for smartphones

**Mobile Content Ad**
+ Standard creative for mobiles with an aspect ratio of 6:1, 4:1, 3:1, or 2:1.

**Specifications:** 320 x 50 px / 320 x 75 px / 320 x 100 / 320 x 150 px / 300 x 250 px  
**File format:** gif, jpg, png, HTML 5  
**File capacity:** max. 100 KB  
**CPM:** 5,00 EUR / 6,00 EUR / 7,00 EUR / 8,00 EUR

**Mobile Slider Ad / Swipe Ad**
+ This creative is a variation of a Mobile Content Ad. Up to 5 motives can be displayed by scrolling to the left and right.

**Specifications:** 320 x 100 px  
**File format:** gif, jpg, png, HTML 5  
**File capacity:** max. 50 KB per motive  
**CPM:** 7,00 EUR

**Mobile Reveal Ad**
+ The creative opens automatically and pushes the website content down. After 3-5 seconds it returns back to the top.

**Max. px expanded:** 320 x 416 px  
**File format:** gif, jpg, png incl. close button, HTML 5  
**File capacity:** max. 100 KB  
**Reminder:** MCA 4:1 / 6:1  
**CPM:** 10,00 EUR

**Mobile Halfpage Ad:**
+ Due to the high proportion of the screen within the content, this advertising medium offers a lot of space for your advertising message.

**Specifications:** 300 x 600 px  
(max. Expansion)  
**File format:** gif, jpg, HTML 5  
**File capacity:** max. 100 KB  
**CPM:** 10,00 EUR
MobileAds for smartphones

Mobile Large Inline Ad
+ Positioned directly in the content, it offers the ideal placement for a sustainable branding effect and as an alternative to interstitial.
+ Material must be delivered physically

Specifications: 640 x 960 px & 320 x 480 px
File format: gif, jpg
File capacity: max. 100 KB
CPM: 15,00 EUR

Poster Ad
+ Integrates smoothly into the page content between the paragraphs of an article
+ Appears in a window behind the content when scrolling and disappears from the visible area when scrolling on.
+ Material must be delivered physically

Specifications: 375 x 680 px
File format: gif, jpg
File capacity: max. 100 KB
CPM: 15,00 EUR

Behaviour on scroll
Optimize your appearance:
+ Insight of your statistics on a regular basis
+ Changes in booking of your adverts during a campaign
+ free changes of your text within your advertorial
+ You can use several motives in one campaign

Control your success by:
+ Detailed evaluations and consulting by our competent sales team
+ Measurable benchmarks (impressions, click-through-rate etc.)

Targeting optimizes the delivery of ads to a certain target group with a low loss rate.
+ your budget ist managed efficiently
+ online users see relevant ads only, which highers the acceptance
+ targeting applies only for banner creatives

Regio-targeting enables delivery of creatives to users from a certain region or city.

Predictive Behavioral Targeting aims at users with a certain socio-demographics, certain interests in products and services etc.

Frequency Capping defines the amount of ad-impressions per user in a specified time frame.
# Your contacts in charge

## Our team

<table>
<thead>
<tr>
<th>Name</th>
<th>Role</th>
<th>Contact Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thomas Brettschneider</td>
<td>Head of Sales</td>
<td>Tel.: 030 2327 - 6321 <a href="mailto:thomas.brettschneider@berlinonline.de">thomas.brettschneider@berlinonline.de</a></td>
</tr>
<tr>
<td>Constantin Reich</td>
<td>Sales Manager</td>
<td>Fon.: +49 30 2327 - 5903 <a href="mailto:constantin.reich@berlinonline.de">constantin.reich@berlinonline.de</a></td>
</tr>
<tr>
<td>Madleen Blonske</td>
<td>Sales Manager</td>
<td>Fon.: +49 30 2327 - 5661 <a href="mailto:madleen.blonske@berlinonline.de">madleen.blonske@berlinonline.de</a></td>
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## Ad Management

Fon.: +49 30 2327 - 6403 media@berlinonline.de

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Already got banners? We'll gladly produce advertising materials for you. We can guide you through the whole process, from the first draft to the final advert. Please contact us!