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

- desktop, tablet and mobile compatible

Display-advertising

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

- desktop and tablet 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
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

Bookable for Berlin.de and visitBerlin.de
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

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*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

All Displayads are desktop and tablet compatible.
Bookable for: Berlin.de, visitBerlin.de, Berliner-Zeitung.de, Berliner-Kurier.de
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 User</th>
</tr>
</thead>
<tbody>
<tr>
<td>m.Berlin.de</td>
<td>8,75 Mio. PI* / month</td>
<td>1,85 Mio. Unique User</td>
</tr>
<tr>
<td>m.Berliner-Zeitung.de</td>
<td>5,61 Mio. PI* / month</td>
<td>1,03 Mio. Unique User</td>
</tr>
<tr>
<td>m.Berliner-Kurier.de</td>
<td>5,81 Mio. PI* / month</td>
<td>1,07 Mio. Unique User</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

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**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

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**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

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**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

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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.