

ARGOVIATODAY

DISPLAY WERBUNG



ARGOVIATODAY

DISPLAY ADS

Desktop



Wideboard
994 × 250 px
(JPG, GIF, HTML5)

TKP: CHF 50.–



Billboard
640 × 400 px
(JPG, GIF, HTML5)

TKP: CHF 40.–



Halfpage Ad
300 × 600 px
(JPG, GIF, HTML5)

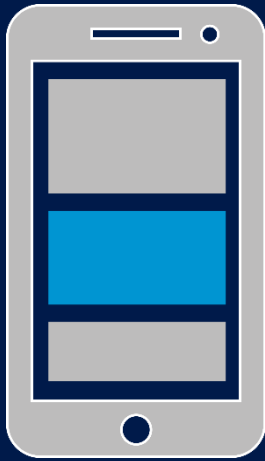
TKP: CHF 70.–



Rectangle
300 × 250 px
(JPG, GIF, HTML5)

TKP: CHF 40.–

Mobile



Wideboard

320 × 160 px
(JPG, GIF, HTML5)
640 × 320 px
(GIF, JPEG)

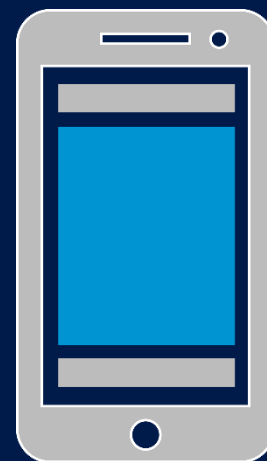
TKP: CHF 40.–



Halfpage Ad

300 × 600 px
(JPG, GIF, HTML5)

TKP: CHF 60.–



Ricchi Ad

320 × 416 px
(JPG, GIF, HTML5)

TKP: CHF 60.–



Rectangle

300 × 250 px
(JPG, GIF, HTML5)
600 × 500 px
(GIF, JPEG)

TKP: CHF 50.–

Video Ads



Multidevice InStream (Preroll, Midroll, Postroll)

1920 x 1080 (max. 4MB)

Seitenverhältnis 16:9

TKP: 90.–



Multidevice In Feed Ad

1280 x 720 (max. 4MB)

Seitenverhältnis 16:9

TKP: 50.–



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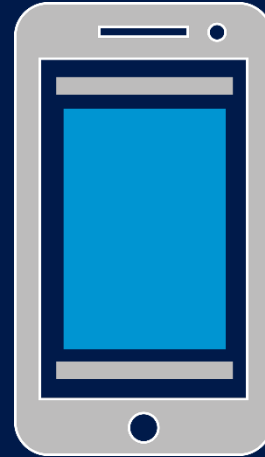
PACKAGES

Halfpage Ad Packages

| Bronze Package | | 50 000 Ad Impressions |
|----------------|-------------|-----------------------|
| Bruttopreis | CHF 3'000.— | TKP 60.— |
| Packagepreis | CHF 2'000.— | TKP 40.— |

| Silver Package | | 90 000 Ad Impressions |
|----------------|-------------|-----------------------|
| Bruttopreis | CHF 5'400.— | TKP 60.— |
| Packagepreis | CHF 3'150.— | TKP 35.— |

| Gold Package | | 150 000 Ad Impressions |
|--------------|-------------|------------------------|
| Bruttopreis | CHF 9'000.— | TKP 60.— |
| Packagepreis | CHF 4'500.— | TKP 30.— |



Halfpage Ad
300 × 600 px
(JPG, GIF, HTML5)



Halfpage Ad
300 × 600 px
(JPG, GIF, HTML5)

Wideboard / Rectangle Packages

Bronze Package 50 000 Ad Impressions

Bruttopreis CHF 2'500.— TKP 50.—

Packagepreis CHF 1'750.— TKP 35.—

Silver Package 90 000 Ad Impressions

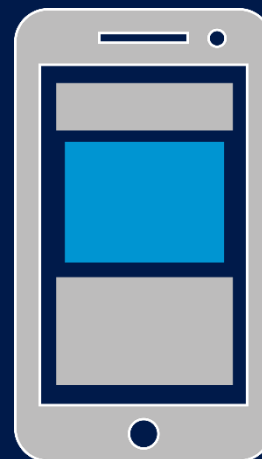
Bruttopreis CHF 4'500.— TKP 50.—

Packagepreis CHF 2'700.— TKP 30.—

Gold Package 150 000 Ad Impressions

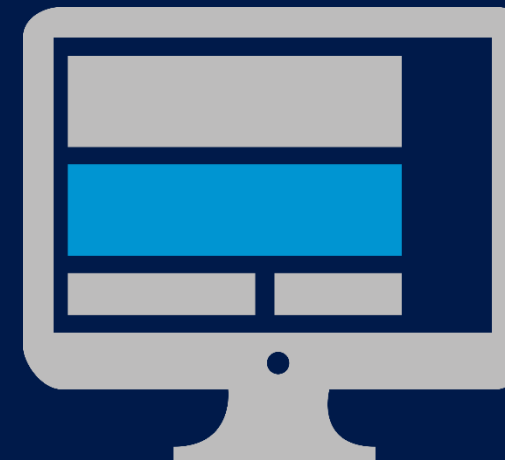
Bruttopreis CHF 7'500.— TKP 50.—

Packagepreis CHF 3'750.— TKP 25.—



Rectangle

300 × 250 px
(JPG, GIF, HTML5)
600 × 500 px
(GIF, JPEG)



Wideboard

994 × 250 px
(JPG, GIF, HTML5)

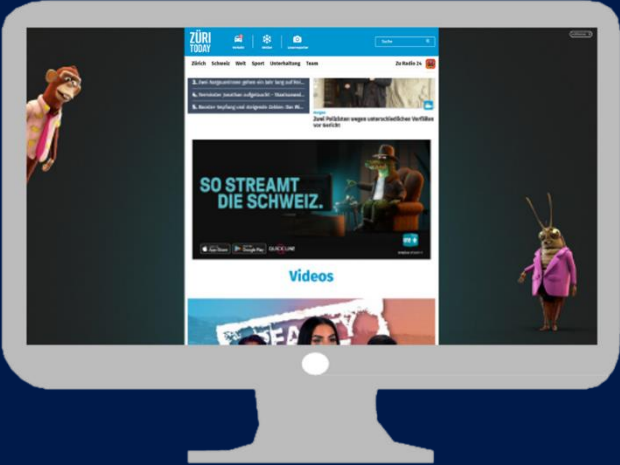
TODAY-PORTALE

SONDERFORMATE

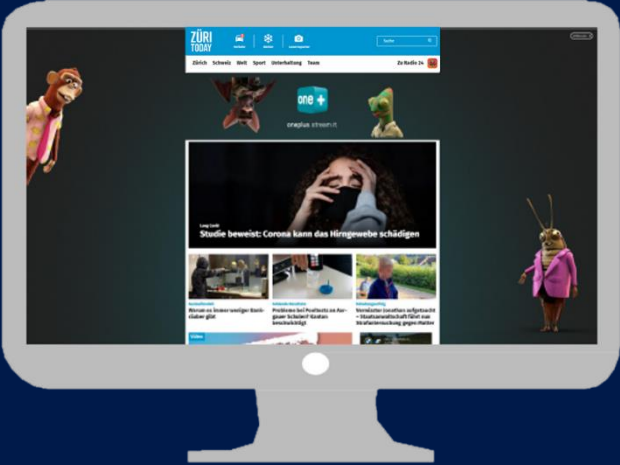
Branding Page Skin

Beispiele

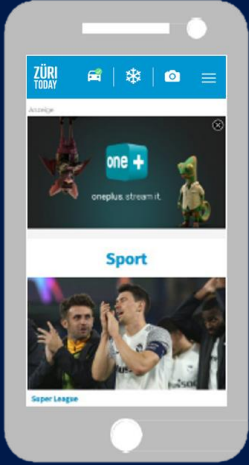
Hintergrund & Wideboard Top



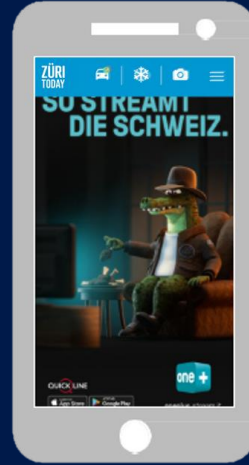
Wideboard Below The Fold



Top Position Sticky



Below The Fold, Sticky



Branding Page Skin

Platzieren Sie Ihre Online-Werbung nicht mehr im Standardformat, sondern mit einer hundertprozentigen Abdeckung in der Screen-Breite.

| First Package | 150'000 Ad Impressions | |
|---------------------|------------------------|-----------|
| Bruttopreis | CHF 16'500.— | TKP 110.— |
| Packagepreis | CHF 8'250.— | TKP 55.— |

| Business Package | 100'000 Ad Impressions | |
|---------------------|------------------------|-----------|
| Bruttopreis | CHF 11'000.— | TKP 110.— |
| Packagepreis | CHF 6'600.— | TKP 66.— |

| Economy Package | 50'000 Ad Impressions | |
|---------------------|-----------------------|-----------|
| Bruttopreis | CHF 5'500.— | TKP 110.— |
| Packagepreis | CHF 3'850.— | TKP 77.— |

exkl. Produktion der Werbemittel | CHF 800.-

Desktop

1920 x 1080 px Hintergrund

994 x 250 px Wideboard top

994 x 500 px Widerboard below the fold

- GIF, JPG, PNG, PSD (inkl. verschiedene Layer)
- max. 500 KB pro Format
- Direkte Verlinkung zu Ihrer gewünschten Website

Mobile

1920 x 1080 px für Top-Position, sticky

1080 x 1920 px für untere Position below the fold

- GIF, JPG, PNG
- max. 500 KB pro Format
- Direkte Verlinkung zu Ihrer gewünschten Website