PRICE LIST

GMX Switzerland 2024 –
Including Multi-Screen Solutions!

united
internet
media

Prices – Display Formats (Multi Screen)

Premium formats – remarkable and successful

Advertising format	Device	Format desktop / Mobile (incl. tablet)	Reach and rotations
Halfpage Ad		300 x 600 / 300 x 250	50
MaxiAD+		640 x 480 / 300 x 250	70
MaxiAD+ XL		800 x 600 / 300 x 300	90
MaxiAD+ Maximus		1260 x 690	110
Mobile Baseboard Ad		300 or 320 x 50	60
Mobile Carousel Ad		300 x 300	35
Mobile Exclusive Ad		300 x 100	70
Mobile Exclusive Ad (fixed)		300 x 100	upon request
Mobile Floor Ad		300 or 320 x 75, Expanded 300 x 300	90
Mobile Floor Ad XL		320 x 50 or 75, Expanded 320 x 480	100
Mobile Interstitial		300 x 300 & 300 or 320 x 50 or 75	80
Mobile In-Text Video Ad		640 x 360	60
Mobile Medium Rectangle		300 x 250	70
Mobile Pushdown Ad		300 or 320 x 75, Expanded 300 x 150	70
Flyers		variable e.g. Halfpage Ad: 300 x 600	upon request
Sitebar		dynamic / 300 x 250	60
Understitial		640 x 960	70
Wideboard		800 or 970 or 994 x 250 / 300 x 150	80
▶ Video-compatible			Billing mode: CPM; prices in CHF and media gross

Basic formats – the classics of online advertising

Advertising format	Device	Format desktop / Mobile (incl. tablet)	Reach and rotations
Ad Bundle		Skyscraper: 120/160 x 600 Medium Rectangle: 300 x 250 Leaderboard: 728 x 90	15
Leaderboard		728 x 90 / 300 or 320 x 50 or 75	15
Medium Rectangle		300 x 250	25
Skyscraper		120 x 600	15
Wide Skyscraper		160 or 200 x 60	20
▶ Video-compatible			Billing mode: CPM; prices in CHF and media gross

Flex Ads – the new standard for responsive multi-screen formats

Advertising format	Device	Multi-Screen-Format	Reach and rotations
Flex Ad 4:1		dynamic	80
Flex Ad 6:1		dynamic	15
Flex Ad 1:1		dynamic	90
▶ Video-compatible			Billing mode: CPM; prices in CHF and media gross

In-stream – advertise within the direct moving image environment

Advertising format	Device	Format desktop, Mobile (incl. tablet)	Reach and rotations
Shoppable Video Ad		1024 x 576 / 1920 x 1080	80
◉ Video-compatible			Billing mode: CPM; prices in CHF and media gross

1st Party Data Audiences incl. Frequency Capping

Frequency Capping	Targeting TGP	Targeting TGP *Plus*
Frequency capping or cross device frequency capping only on range and rotation assignments	Proven Internet target group products and classic media and marketing target groups: TGP Age TGP Gender TGP Socio TGP Interest TGP Habits & Values TGP Technical	Combinations of TGP target groups and / or frequency capping: TGP Geo TGP Business to Business

Targeting Solutions

Targeting format	Description
Retargeting	Personalized and media-efficient targeting of conversion dropouts with interest-based product or brand messaging.
CRM Onboarding	Successful development of your existing customers or efficient acquisition of new customers similar to your existing customers with the highest purchasing power.
Customised Targeting	Creating an individual target group that is precisely tailored to your needs.
Insights	Generate 360° knowledge about your existing customers.

Extras: Surcharge on gross CPM

+ Frequency Capping	+ Targeting TGP	+ Targeting TGP *Plus* or combined bookings	+ Targeting Solutions
+ 2 CHF	+ 5 CHF	+ 10 CHF	upon request

Commerce Media

Advertising format	Device	Description	Price
Prospecting		Prospecting is based on user insights, first-party data and AI models developed by United Internet Media: This ensures the precise delivery of your advertising materials – with maximum relevance and without the use of cookies! With this advertising setup comprising display ads and native inbox ads, you can achieve maximum reach across all devices.	upon request
Retargeting Display Ad		Special formats with maximum engagement: Precise retargeting turns the classic display ad into a personalized and dynamic advertising medium that specifically addresses users on their customer journey and creates an effective incentive to buy.	upon request
Retargeting Inbox Ad		Native advertising directly in the FreeMail inbox: thanks to native integration in the email list, your products receive special attention. Precise retargeting creates a real incentive to buy.	upon request
Cart Reminder Ad		Target shopping cart abandoners for conversions and maximize ROAS: only about 20% of all shopping carts are actually purchased.* The native online shopping cart reminder in the email inbox displays users the products they have not purchased yet directly in the newsletter.	upon request

*Source: SaleCycle study 2023

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Native Advertising

Advertising format	Device	Description	Price
Branded Content	▶ ▶ ▶	Information transfer, lead generation or branding and brand loyalty - with branded content integration in the appropriate section, you can pursue a variety of goals.	upon request
Content Special	▶ ▶ ▶	Your exclusive editorial section including high-quality content - individually tailored to your needs.	upon request
Individual integrations and cooperations (brand staging)	▶ ▶	Integrations individually aligned to your campaign goal with cooperation character in the appropriate category.	upon request
Mobile Video Native Teaser	▶	With one click on the teaser image, the ad enlarges to the medium rectangle format and presents your video content.	15
Multi Screen Native Teaser		Editorial-style image-text teasers on the logout lounge, homepage or in the magazines.	6

▶ Video-compatible

Billing mode (without text): CPM; prices in CHF and media gross

Events

Event formats can be booked on our homepage as well as on our logout pages and can be combined with a Mobile WEB.Buster.

Advertising format	Device	Description	Price
Brandformance	▶ ▶ ▶	The combination of Multi Screen Homepage Event and the Inbox Ad complements the previous reach of our daily fixed placements on big screen and MEW with the mail area in the apps. This allows you to reach all users with maximum reach on a single day. No matter if classic on desktop/tablet or in a mobile usage situation - large-scale formats with guaranteed high awareness are the ideal stage for your branding/performance campaigns!	upon request
Bridge Ad	▶ ▶ ▶	The ultimate homepage event. A billboard combined with two skyscrapers for the big bang of your ad message. The Bridge Ad offers even more space with dynamic scaling.	upon request
Cinematic*	▶ ▶ ▶	With our Cinematic Event, a great branding effect is guaranteed. The attention-grabbing format is located in the user's immediate field of vision and dynamically adapts to the entire page width, offering a fixed height of a full 380 pixels. This innovative feature always ensures maximum awareness of your ad message!	upon request
Cinematic Wall*	▶ ▶ ▶	Our Cinematic Wall Event offers you the greatest possible branding effect by enhancing the HomeFrame with video elements. The "canvas" behind the homepage content features sticky page elements and full screen advertising space that expands on click.	upon request
Content Event*	▶ ▶ ▶	Achieve maximum attention with the Multi Screen Content Event thanks to the exclusive and topic-specific fixed placement within the magazines/channels. The Sidebar and Medium Rectangle formats are placed sticky and flank the article - other placements in the article text are hidden.	upon request
Double Sidebar*	▶ ▶ ▶	The sidebar on the homepage is now available twice! Get yourself and your advertising message the best presence and high attention. The entire left and right edges of the screen are yours, with plenty of space for creative content and dynamic adaptation of the ad to the respective screen size. Even when scrolling the page, the sidebar holds its position thanks to the "sticky effect".	upon request
Flagship*	▶ ▶ ▶	It doesn't get any larger than this! The Flagship is the star among our event placements. The perfect combination of the proven premium formats Billboard and Sitebar guarantees maximum awareness. The sitebar features a "sticky effect" and dynamic scaling. The billboard adjusts to the screen size in three steps.	upon request
HomeFrame*		Everything in one single frame: With the HomeFrame Event you can creatively design all areas surrounding the homepages on the WEB.DE and GMX portals. Secure full visibility for 24 h, because even when scrolling, Skyscraper and Sitebar never fall out of the frame with the "sticky effect".	upon request
MaxiAD⁺	▶ ▶ ▶	With the MaxiAD+ you obtain an exclusive banner format on the prominent logout pages of WEB.DE and/or GMX. Use the attractiveness and persuasive power of 640 x 480 pixels to put your ad message in the spotlight and attract the full attention of your target group. Book the MaxiAD+ as an in-stream format without additional costs. You deliver your ad, we'll take care of the rest!	upon request
MaxiAD⁺ Maximus	▶ ▶ ▶	The biggest MaxiAD+ ever and the biggest stage on the German web! The logout pages of WEB.DE and GMX are the perfect breeding ground for your advertising message: Inbox checked, e-mails done - time to relax. This is the exact moment when the MaxiAD+ Maximus event unfolds its full effect: The user is attentive, receptive and open to your advertisement. Moving images can also be optimally integrated here on a 1260 x 690 pixel screen.	upon request
MaxiAD⁺ XL	▶ ▶ ▶	The benefits of the MaxiAD+ on the popular logout pages of WEB.DE and/or GMX are also available one size larger: on impressive 800 x 600 pixels! This XL version offers endless space and attention, long-lasting impact and brand loyalty included!	upon request
Sitebar	▶ ▶ ▶	100% viewability and optimal use of the ad space. The sitebar adapts to the user's screen resolution perfectly and always stays in the viewing area with the "sticky effect".	upon request
Wallpaper	▶ ▶ ▶	The Wallpaper Event is a prominent element placed next to the editorial content on the WEB.DE and GMX homepages. The effect of this classic super banner and skyscraper combination is further emphasized thanks to possible background coloring and a "sticky effect" - for guaranteed awareness.	upon request
Welcome Back Layer	▶	Our special event format: The Welcome Back Layer Event combines a large half-page ad and a layer that is always placed in the foreground. Full attention guaranteed! The format is also perfectly suited to extend the reach of your homepage event on all editorial environments.	upon request
(Dynamic) Wideboard	▶ ▶ ▶	An impressive appearance in the direct field of the user's vision. With a height of 250 pixels, the wideboard is located directly below the homepage header. The latest bookable version, the Dynamic Wideboard, now offers 40% more space.	upon request

▶ Video-compatible

*not bookable on the logout pages

For all fixed placements a lead time of 5 working days applies for the delivery of the advertising material!

Events Mobile

Advertising format	Device	Description	Price
Mobile Floor Ad	▶	The Mobile Floor Ad is displayed as an expandable banner in 4:1 format (300 x 75 pixels) that is immediately visible and can be expanded upwards to almost full-screen size from 300 x 300 pixels.	upon request
Mobile Interstitial	▶	The content-overlaying Interstitial attracts the entire attention on the homepage. Subsequent reminder banners on the top placement keep the communication going for 24 hours.	upon request
Mobile Pushdown Ad	▯	An eye-catcher: the Mobile Pushdown Ad opens in full size (Mobile Banner 2:1) when the page loads and shrinks to Mobile Banner 4:1 after about 3-4 seconds.	upon request
Mobile WEB.Buster	▶	The eye-catching format combines a standard mobile ad with the large area of the Mobile Medium Rectangle and creates even more awareness and enormous reach directly on the mobile homepage or logout page.	upon request
Mobile WEB.Buster XL	▶	The mobile banner 1:1 is integrated into the content and achieves maximum attention with its size. The following reminder banner 2:1 ensures attention-grabbing communication over 24 hours.	upon request
Mobile Wideboard	▯	An impressive appearance in the user's immediate field of vision: the Mobile Banner 2:1 (300 x 150) ensures maximum awareness for a full 24 hours on the GMX mobile portal.	upon request

▶ Video-compatible

Market Research

Advertising format	Description	Price
Ad Pretest	**Advertising media pre-test**	
Ad Pretest Basic	Analysis of two creatives within a defined target group.	5,000
Ad Pretest Plus	Analysis of two creatives within a defined target group.	8,000
Ad Pretest Premium	Inclusion of additional methodology through cooperation with selected market research institutes.	upon request
WEB.Effects	**Advertising impact study**	
WEB.Effects Basic	Analysis of a control group without and a contact group with advertisement contact.	5,000
WEB.Effects Plus	Analysis of multiple contact groups. Additional analyses can be performed depending on individual questions.	8,000
WEB.Effects Premium	Inclusion of additional methodology through cooperation with selected market research institutes	upon request

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Prices – Dialog Solutions

Lead Generation

Advertising format	Minimum term/purchase quantity/booking volume	Price
Lead Ad	min. 5.000	upon request
Lead CoRegistration	min. 4 weeks	CPL upon request
Lead-Contest	> 5 weeks	upon request
CoRegistration		upon request
Thank you page		upon request
Sponsoring		upon request
		Billing mode: CPM; prices in CHF and media gross

Referral Marketing

Advertising format	Minimum term/purchase quantity/booking volume	CPM/fixed price
"Vorteilswelt" integration	> min. 2 weeks or longer (on request)	upon request, depending on package
		Billing mode: CPM; prices in CHF and media gross

Inbox Marketing

Advertising format	Device	Minimum booking volume	Price
Direct E-Mail		2,500	89 CHF CPM
Inbox Ad		2,500	47 - 67 CHF CPM (depending on targeting or screen)
Inbox Ad Prospekte		2,500	upon request
Product Gallery Ad (Inbox Ad)		2,500	47 - 67 CHF CPM (depending on targeting or screen)
			Billing mode: CPM; prices in CHF and media gross

trustedDialog

Advertising format	Device	Minimum booking volume	Description	Price
trustedDialog			Protection against phishing, spam and viruses: with trustedDialog, all commercial e-mails sent to mailboxes of WEB.DE, GMX, 1&1, freenet and Deutsche Telekom pass a multi-stage authenticity and integrity check and are marked with an e-mail seal and customer logo in the mailbox.e-mail seal and customer logo in the mailbox.	upon request
Product Gallery Ad (Newsletter)		upon request		upon request
				Billing mode: CPM; prices in CHF and media gross

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UNITED INTERNET MEDIA GMBH

Karlsruhe
Brauerstraße 48
76135 Karlsruhe
Germany
Tel.: +49 721 - 91374-1717

München
Sapporobogen 6–8
80637 München
Germany
Tel.: +49 89 - 14339-333

Düsseldorf
Zollhof 4
40221 Düsseldorf
Germany
Tel.: +49 211 - 301256-18

Hamburg
Gerhofstraße 18
20354 Hamburg
Germany
Tel.: +49 40 - 361226-60

Wien
UIM United Internet Media Austria GmbH
Opernring 23/8
1010 Wien
Austria

www.united-internet-media.ch
info@united-internet-media.ch

Our brand portfolio:

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1&1   mail.com

Das Örtliche   DasTelefonbuch
Alles in einem

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