

PILATUSTODAY

DISPLAY WERBUNG



PILATUSTODAY

AD PACKAGES

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.–

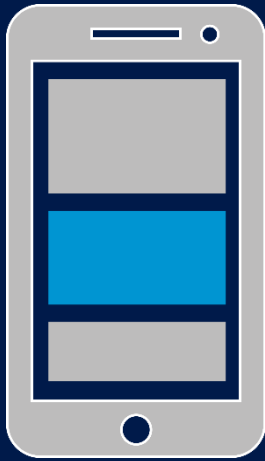


Rectangle

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.–



PILATUSTODAY

AD PACKAGES

Wideboard + Rectangle | Packages

First Package		390'000 Ad Impressions
Bruttopreis	CHF 19'500.—	TKP 50.—
Packagepreis	CHF 9'750.—	TKP 25.—

Business Package		165'000 Ad Impressions
Bruttopreis	CHF 8'250.—	TKP 50.—
Packagepreis	CHF 4'950.—	TKP 30.—

Economy Package		70'000 Ad Impressions
Bruttopreis	CHF 3'500.—	TKP 50.—
Packagepreis	CHF 2'450.—	TKP 35.—



Wideboard

994 × 250 px
(JPG, GIF, HTML5)



Rectangle

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

Halfpage Ad | Packages

First Package	390'000 Ad Impressions	
Bruttopreis	CHF 19'500.—	TKP 50.—
Packagepreis	CHF 9'750.—	TKP 25.—

Business Package	165'000 Ad Impressions	
Bruttopreis	CHF 8'250.—	TKP 50.—
Packagepreis	CHF 4'950.—	TKP 30.—

Economy Package	63 000 Ad Impressions	
Bruttopreis	CHF 3'780.—	TKP 60.—
Packagepreis	CHF 2'490.—	TKP 40.—



Desktop
300 × 600 px
(JPG, GIF, HTML5)



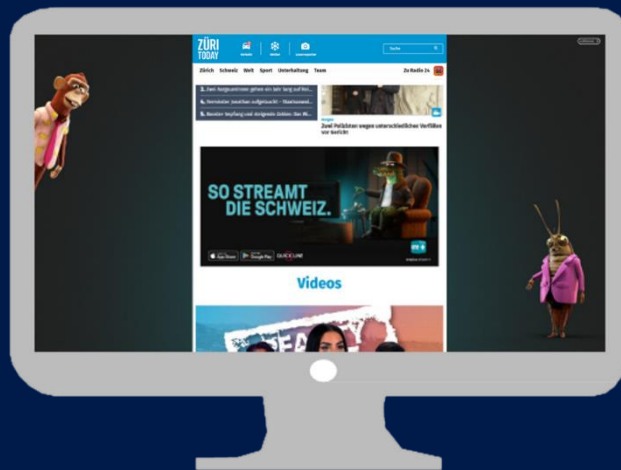
Mobile
300 × 600 px
(JPG, GIF, HTML5)

PILATUSTODAY

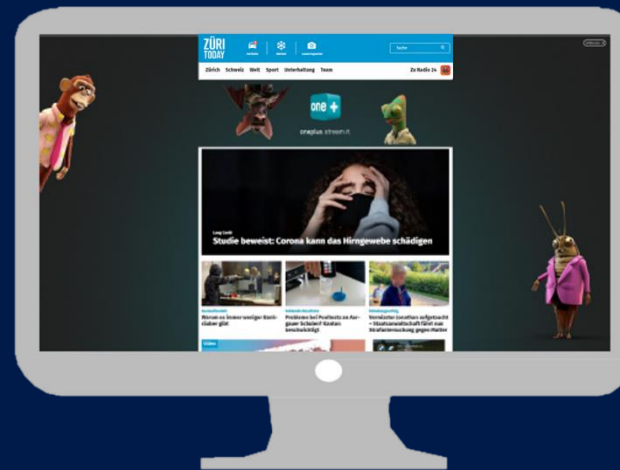
SONDERFORMATE

Branding Page Skin Beispiele

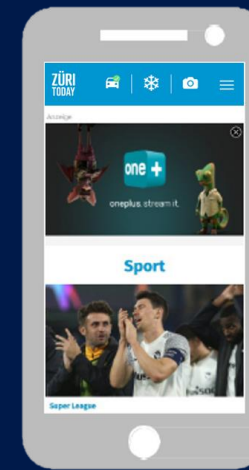
Hintergrund & Wideboard Top



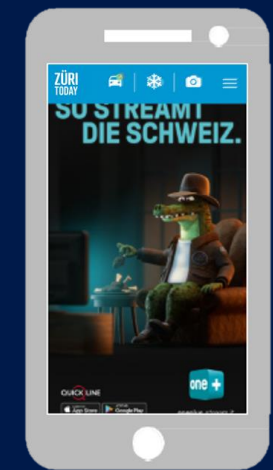
Wideboard Below The Fold



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