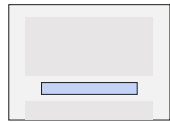


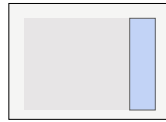
CLASSIC DISPLAY



Leaderboard

728 x 90 px
Desktop
ROS CPM

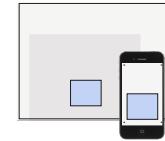
30,-



Skyscraper

160 x 600 px
Desktop
ROS CPM

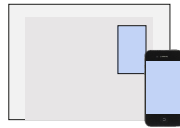
30,-



MPU

300 x 250 px
Desktop/Mobile
ROS CPM

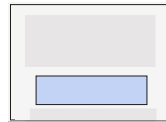
30,-



Halfpage Ad

300 x 600 px
Desktop/Mobile
ROS CPM

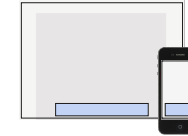
50,-



Billboard

970 x 250 px
Desktop
ROS CPM

50,-

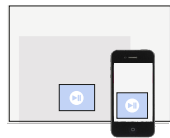


Sticky Ad

728 x 90 px / 320 x 100 px
Desktop/Mobile
ROS CPM

30,-

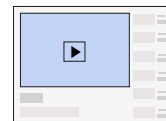
IN- & OUTSTREAM



Outstream

16:9
min. 1.280 x 720 px
max. 1.920 x 1.080 px

10-25 sec
CPM 50,-



PRE- & MID-ROLL Spot

- Targeted placement before the livestream or before/during VoDs on ServusTV On
- Spot length of 5-30 seconds possible
- No skippable spots
- Legally labelled as advertising incl. countdown
- Frequency capping max. 5 per week
- CPP from EUR 45.

IN- & OUTSTREAM COMBIS

Run on network

Up to 30 sec
CPM 65,-

bergwelten.com, servus.com, servustv.com,
speedweek.com, YouTube ServusTV On

Run on best view

Up to 15 sec
CPM 75,-

servustv.com, YouTube ServusTV On

Run on interest

Up to 20 sec
CPM 60,-

Sport: servustv.com, YouTube ServusTV On, Speedweek.com
Outdoor: Bergwelten.com, Servustv.com
Homeland & Cuisine: servus.com, servustv.com

10% surcharge per filter and frequency capping, other advertising media on request.
All prices in euros, excluding statutory taxes and duties.
Technical specifications: <https://network.redbullmediahouse.com/d/datenanlieferung>
General terms & conditions: www.network.redbullmediahouse.com/T&C

**Pre-Roll
Video Ad**

16:9
min 1,280 x 720 px
max 1,920 x 1,080 px

TKP 80.–

**Native
Advertorial**

A native advertorial is the ideal way to share your story with our community. The article, crafted with authentic storytelling, is written specifically for bergwelten.com and tailored to your core message. Powerful visuals, combined with clearly presented information and helpful links, create added value for users and effectively enhance your online presence.

Based on your materials, we'll create a professionally written, editorial-style article. Your message will be subtly and authentically integrated, seamlessly blending into the existing editorial environment.

Thanks to SEO optimization, the article will be indexed by Google and remain visible long after your campaign has ended.

Running time: 1 month +

Services:

- The editorial team provides the customer with two topic suggestions to choose from.
- Concept and implementation by Digital Publishing
- SEO optimized article
- Content teaser placed for 1 week on redbull.com/theredbulletin
- Social media activation

Guaranteed services:

- 100,000 Ad Impressions via CoBranded Banner within Red Bull Media House Network
- 40,000 Social media impressions

6,450.–

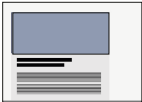


**Pre-Roll
Video Ad**

16:9
mind. 1.280 x 720 px
max 1.920 x 1.080 px

CPM 20 Sec.

80,-



**Native
Advertorial**

Our online platform, redbull.com, showcases incredible stories, sporting achievements, musical highlights, and remarkable personalities from around the world of Red Bull. We offer customized content productions characterized by compelling visuals and captivating moments, ensuring that our clients' products and key messages are presented and conveyed authentically.

Running time: 1+ month

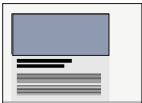
7.500,-



**Pre-Roll
Video Ad**

16:9
min. 1.280 x 720 px
max 1.920 x 1.080 px

| | |
|------------------------|------|
| CPM 10 Sec. | 60,- |
| CPM 15 Sec. | 70,- |
| CPM 20 Sec. | 80,- |
| RedBull YouTube | 80,- |



**Online-
Advertorials**

On our online platform redbull.com, we showcase incredible stories, outstanding athletic performances, musical highlights, and unique personalities from the world of Red Bull. We offer individual, tailor-made content productions that stand out through powerful visuals and captivating moments – presenting our clients’ products and key messages in an authentic and engaging way.

Price on request



**Online-
Advertorials**

| | |
|---------------------------------|--------|
| Branded content article | £8,750 |
| Interactive content hub (Ceros) | £POA |

CLASSIC DISPLAY

| | | | | | | | | | | | |
|--|-------------------------------|--|---------------|--|-------------------------------|--|---------------|--|---------------------------------|---|---------------|
| | Leaderboard | 728 x 90 px Desktop ROS TKP | 30.– | | Billboard | 970 x 250 px Desktop ROS TKP | 50.– | | Cube Ad | 300 x 600px Desktop/Mobile TKP | 50.– |
| | Halfpage Ad | 300 x 600 px Desktop/Mobile ROS TKP | 50.– | | MPU | 300 x 250 px Desktop/Mobile ROS TKP | 30.– | | Sticky Ad | 728 x 90 px/320 x 100 px Desktop/Mobile ROS TKP | 30.– |
| | Skyscraper | 160 x 600px Desktop ROS TKP | 30.– | | Outstream | 16:9 mind. 1,280 x 720 px max. 1,920 x 1,080 px TKP 10-25 sec | 50.– | | Widget | Individual implementation | on request |
| | Newsletter Integration | <ul style="list-style-type: none"> • Weekly dispatch • 70,000 Subscriptions • Implementation: Content-Teaser TKP 70.– | price 4,900.– | | Newsletter Integration | <ul style="list-style-type: none"> • Weekly dispatch • 70,000 Subscriptions • Implementation: MPU (300 x 250 px) TKP 40.– | price 2,800.– | | Native Touren Newsletter | <ul style="list-style-type: none"> • Monthly dispatch • 70.000 Subscriptions • individual implementation | price 9,800.– |

| | | | | | | | | |
|--|--------------------------------|--|--|--|--|--|-----|-----------------------------------|
| | Home Page-Reach-Package | <p>The advertising form in a class of its own: Billboard and Halfpage Ad as well as an individual background color allow the bergwelten.com homepage and the magazine homepage to appear in your layout for one week. This allows you to achieve maximum attention for your advertising message. Only fixed placement possible. Your message receives the greatest possible attention through two consecutive advertising contacts.</p> <p>Guaranteed services GSA:</p> <ul style="list-style-type: none"> • 400,000 Ad Impressions within 4 weeks+ • Single country on request | | | | | GSA | 24,900.– Design costs included |
|--|--------------------------------|--|--|--|--|--|-----|-----------------------------------|

10% surcharge per filter and frequency capping, other advertising media on request.

All prices in euros, excluding statutory taxes and duties. Technical specifications: <https://network.redbullmediahouse.com/d/datenanlieferung>

Terms & Conditions: www.network.redbullmediahouse.com/t&c

CONTENT & SOCIAL MEDIA FORMATS



Native Advertorial

A native advertorial is the ideal way to share your story with our community. The article, crafted with authentic storytelling, is written specifically for bergwelten.com and tailored to your core message. Powerful visuals, combined with clearly presented information and helpful links, create added value for users and effectively enhance your online presence.

Based on your materials, we'll create a professionally written, editorial-style article. Your message will be subtly and authentically integrated, seamlessly blending into the existing editorial environment.

Thanks to SEO optimization, the article will be indexed by Google and remain visible long after your campaign has ended.

Running time: 1 month

Guaranteed services GSA:

- 200,000 Ad Impressions via Content Teaser
- 50,000 Social-Media-Impressions

GSA

5,950.–
Design costs included



Company portrait/ The story of...

Integration opportunity to present the success story of your company to the Bergwelten community. Image and text material are supplied.

Running time: 3 month

Services:

- Bergwelten prepares the portrait in the look and feel of bergwelten.com.
- Social media activation (Facebook-Posting)

Guaranteed services GSA:

- 50,000 Social-Media-Impressions

GSA

3,950.–
Design costs included



„Nachgefragt bei..“ An Inquiry with...

Format for the outdoor sector:

- Image material, product / company information are supplied.
- Text is defined in consultation with the customer.

Running time: 1 month

Services:

- Bergwelten.com develops and answers an exciting question about your product/company
- Creation of the article in the look & feel of bergwelten.com















GSA

2,950.–
Design costs included



Guaranteed services GSA:

- 50,000 Social-Media-Impressions

CONTENT & SOCIAL MEDIA FORMATS

| | | | | |
|---|----------------------------------|--|--|--|
|   | Region-portrait | <p>Format for the tourism sector to present the region. Images and text material are supplied.</p> <ul style="list-style-type: none"> The editorial team prepares the portrait in the look & feel of bergwelten.com Integration of existing articles, tours (max. 50) videos etc. Possibility of integrating selected events in the Bergwelten event calendar (max. 5) Integration on the bergwelten.com magazine page in the "Regions" section | <p>Guaranteed services GSA:</p> <ul style="list-style-type: none"> 100,000 ad impressions UAP formats (ad media creation on request) Placement on the bergwelten.com magazine homepage 1x integration of the article teaser in the newsletter (takes place in the booked season) Social media activation (Facebook posting) | <p>GSA</p> <p>4,950.–</p> <p>Design costs included</p> <p>Running time: 3 months</p> |
|   | Regionportrait with video | <p>At the heart of this format is your highlight video: Authentic, inspiring, and emotional, it showcases your region as it is – approachable and tangible. Two complementary, short Instagram Reels provide the reach boost: concise and linked to bergwelten.com.</p> <ul style="list-style-type: none"> You provide the images and text – we'll transform them into a multimedia experience with the high-quality look and feel of bergwelten.com. | <p>Guaranteed services GSA:</p> <ul style="list-style-type: none"> 100,000 ad impressions UAP formats (ad media creation on request) Placement on the bergwelten.com magazine homepage 1x integration of the article teaser in the newsletter (takes place in the booked season) Social media activation (Facebook posting) | <p>GSA</p> <p>9,450.–</p> <p>Design costs included</p> <p>Running time: 3 months</p> |
|   | Module 1 | <p>Native Story (Guaranteed services GSA):</p> <ul style="list-style-type: none"> 200,000 Ad Impressions via Content Teaser 50,000 Social-Media-Impressions | | <p>GSA</p> <p>4,400.–</p> <p>Design costs included</p> |
|   | Module 2 | <p>Social-Story (IG,FB,FB Messenger):</p> <ul style="list-style-type: none"> Creation of a Servus Insta story Link to the regional portrait on servus.com | | <p>GSA</p> <p>1,200.–</p> <p>Design costs included</p> |
|   | Module 3 | <p>Integration of existing online tours on the TVB website incl. adaptation to the quality standards of Bergwelten:</p> <ul style="list-style-type: none"> Only the overhead costs of 30.- per tour will be charged. Optional: Research and creation of tours according to Bergwelten quality standards incl. text, GPS track and images | | <p>GSA</p> <p>Price upon request</p> |
|   | Module 4 | <p>Extension of the regional portrait:</p> <ul style="list-style-type: none"> Adaptation of the content (images, texts) Social media posting Creation of Co-branded Banners | | <p>GSA</p> <p>1,450.–</p> <p>Design costs included</p> |
|   | Module 5 | <p>Banner package:</p> <ul style="list-style-type: none"> Only bookable in Combination with Module 5 100.000 Ad Impressions via Content Teaser | <p>Services:</p> <p>Guaranteed Ad Impressions of the CoBranded banners from Module 4 (UAP-format)</p> | <p>DACH</p> <p>840.–</p> |

CONTENT & SOCIAL MEDIA FORMATS

| | | | | | |
|--|--------------------|---|---|-----|----------------------------------|
|  | Native Reel | <p>An Instagram format to present the customer's products to the Bergwelten community. The customer defines the topic; the idea for implementation comes from the editorial team. E.g. trekking, climbing, biking, ski tours</p> <ul style="list-style-type: none"> • Creation of a Bergwelten Insta-Story • Link/Swipe Up to the customer <p>Running time 1 month</p> | <p>Services</p> <ul style="list-style-type: none"> • 20-60 seconds • speaking or music • Inserts • Customer is tagged in the caption | GSA | 3,950.– Design costs included |
|  | Wardrobe | <p>The editorial team is dressed by the customer. A format to integrate the client's products into 2 social clips of the editorial team. These give authentic tips for outdoor activities</p> <ul style="list-style-type: none"> • Creation of a "Bergwelten" Instagram clip <p>Running time 1 year (March-March)</p> | <p>Services</p> <ul style="list-style-type: none"> • Design in the look & feel of the channel by Red Bull Media House Publishing • Customer is tagged in the caption | GSA | 1,700.– Design costs included |

Contests & Giveaways

| | | | | | |
|--|--|---|--|-----------|----------------------------------|
|   | „Bergfest“ <i>Mountain party</i> | <p>Every Wednesday: the exclusive Bergwelten sweepstakes/giveaway.</p> <ul style="list-style-type: none"> • You choose the price • Prepared and placed in the form of an advertorial • (product presentation & direct link) <p>Running time 1 month</p> | <p>Services:</p> <ul style="list-style-type: none"> • Promotion of the post with the content teaser • Social media activation (Facebook posting) • 1 x Integration of the article teaser in the newsletter | GSA | 4,350.– Design costs included |
|   | 14 days, 14 prices | <p>Bergwelten summer sweepstakes, period: August 2025</p> <ul style="list-style-type: none"> • Price draw for a product of your choice (minimum value: € 100.–) • Social media activation (Facebook posting) | <p>Services:</p> <ul style="list-style-type: none"> • Promotion of the post with the content teaser • Social media activation (Facebook posting) • 1 x Integration of the article teaser in the newsletter | AUT & GER | 1,450.– Design costs included |

CLASSIC DISPLAY

| | | | | | | | | | | | |
|--|-------------------------------|---|---------------|--|-------------------------------|---|-----------|--|------------------|--|---------------|
| | Leaderboard | 728 x 90 px Desktop ROS TKP | 30.- | | Skyscraper | 160 x 600px Desktop ROS TKP | 30.- | | MPU | 300 x 250 px Desktop/Mobile ROS TKP | 30.- |
| | Halfpage Ad | 300 x 600 px Desktop/Mobile ROS TKP | 50.- | | Billboard | 970 x 250 px Desktop ROS TKP | 50.- | | Outstream | 16:9 mind. 1,280 x 720 px max. 1,920 x 1,080 px TKP 10-25 sec | 50.- |
| | Newsletter Integration | <ul style="list-style-type: none"> • 50,000 Subscriptions • Weekly dispatch • Implementation: MPU (300 x 250 px) or content teaser | TKP 70.- | | Sticky Ad | 728 x 90 px / 320 x 100 px Desktop/Mobil ROS TKP | 30,- | | Cube Ad | 300 x 600 px Desktop/Mobile TKP | 50.- |
| | Native Newsletter | <ul style="list-style-type: none"> • 50,000 Subscriptions • monthly dispatch • Individual integration options | price 6,440,- | | Newsletter Integration | <ul style="list-style-type: none"> • 50,000 Subscriptions • Weekly dispatch • Implementation: MPU (300 x 250 px) | TKP 40 ,- | | | | Preis 2,000,- |

| | | | | | | | | | | | |
|--|--------------------------------|--|--|--|--|--|--|--|--|--|----------|
| | Home Page-Reach-Package | <p>The advertising form in a class of its own: Billboard and Halfpage Ad as well as an individual background color allow the bergwelten.com homepage and the magazine homepage to appear in your layout for one week. This allows you to achieve maximum attention for your advertising message. Only fixed placement possible. Mobile your message receives the greatest possible attention through two consecutive advertising contacts.</p> <p> <ul style="list-style-type: none"> • Billboard and Halfpage Ad / MPU • Background color (Background image upon request) </p> <p>Running time: 1 week for fixed placement and coloring Running time in total: 4 weeks</p> | | | | | | | | | 10,900.- |
| | | <p>Guaranteed services GSA</p> <ul style="list-style-type: none"> • 200,000 Ad Impressions within 4 weeks+ | | | | | | | | | |

10% surcharge per filter and frequency capping, other advertising media on request.
 All prices in euros, excluding statutory taxes and duties. **Technical specifications:** <https://network.redbullmediahouse.com/d/datenanlieferung>
T&C: network.redbullmediahouse.com/T&C

CONTENT & SOCIAL MEDIA FORMATS



Native Advertorial

A native advertorial is the ideal way to share your story with our community. The article, crafted with authentic storytelling, is written specifically for bergwelten.com and carefully tailored to your specific message.

Powerful visuals, combined with clearly presented information and helpful links, create added value for users and effectively enhance your online presence. Based on your materials, we'll create a professionally written, editorial-style article. Your message will be subtly and authentically integrated, seamlessly blending into the existing editorial environment.

Thanks to SEO optimization, the article will be indexed by Google and remain visible long after your campaign has ended.

Running time: 1 month+

Guaranteed services GSA:

- 100,000 Ad impressions via content teaser
- 30,000 Social media impressions

GSA

4,950.–



Whatsapp Add-On

The WhatsApp extension for your native story, advertorial, or competition on servus.com.

Reach your target group via content teaser in the WhatsApp channel "Servus Küche | Cooking & Baking – Recipes from the Alpine region".

Services:

- Creation of a post including the mention of your company or brand
- Look & Feel of servus.com
- Target-URL on servus.com

DACH

2.100.–

SWEEPSTAKES



Servus Price game

The online price game on servus.com:

- You choose the price.
- Prepared and placed in the form of an advertorial
 - (product presentation & direct link)

Running time 1 month+

Services:



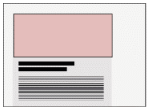







- Promotion of the post with the content teaser
- Social media activation (Facebook posting)
- 1x Integration of the article teaser in the newsletter

GSA

2,950.–

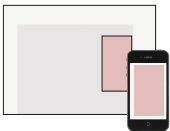
Design costs included

CONTENT & SOCIAL MEDIA FORMATS

| | | | | | |
|--|--------------------------|---|---|-------------|---|
|   | Regional portrait | <p>Format for the tourism industry to present their region. Images and text material are supplied.</p> <ul style="list-style-type: none"> The editorial team prepares the portrait in the look & feel of servus.com Integration of existing articles (recipes, excursion tips, craftsmen ...) <p>Running time 3 month</p> | <p>Guaranteed services GSA:</p> <ul style="list-style-type: none"> 100,000 ad impressions UAP formats (ad media creation on request) 1x integration of the article teaser in the newsletter (takes place in the booked season) Social media activation (Facebook posting) | <p>GSA</p> | <p>4,950.–</p> <p>Design costs included</p> |
|   | Modul 1 | <p>Native Story (Guaranteed services GSA):</p> <ul style="list-style-type: none"> 200,000 Ad impressions via content teaser 50,000 Social media impressions | | <p>GSA</p> | <p>3,640.–</p> <p>Design costs included</p> |
|   | Modul 2 | <p>Social-Story (IG,FB,FB Messenger):</p> <ul style="list-style-type: none"> Creation of a Servus Instagram story Link to the regional portrait on servus.com | | <p>GSA</p> | <p>960.–</p> <p>Design costs included</p> |
|   | Modul 3 | <p>Extension of the regional portrait:</p> <ul style="list-style-type: none"> Adaptation of the content (images, texts) Social media posting Creation of co-branded banners | | <p>GSA</p> | <p>1,450.–</p> <p>Design costs included</p> |
|   | Module 4 | <p>Banner Package:</p> <ul style="list-style-type: none"> Only bookable in combination with Module 3 100.000 Ad Impressions via Content Teaser | <p>Services:</p> <p>Guaranteed ad impressions of the co-branded banners from Module 3 (UAP-format)</p> | <p>DACH</p> | <p>840.–</p> |



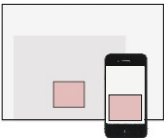
CLASSIC DISPLAY



Halfpage Ad

300 x 600 px
Desktop/Mobile
ROS TKP

50.–



MPU

300 x 250 px
Desktop/Mobile
ROS TKP

30.–



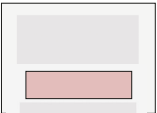
Newsletter
Integration

- 19,500 Subscriptions
- Weekly dispatch
(AT: on thursdays, DE: on fridays)

Integration options:

- Content Teaser
 - Image (857x580 px)
 - Title (35 characters incl. spaces)
 - Text (120 characters incl. spaces)
- Or Banner
 - MPU (300x250 px)
- Target URL

price 1,990.–



Billboard

970 x 250 px
Desktop
ROS TKP

50.–



PRE- & MID-
ROLL SPOT

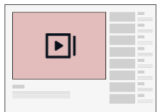
- Targeted placement before the livestream or before/during VoDs on ServusTV On
- Spot length of 5-30 seconds possible
- No skippable spots
- Legal labeling as advertising incl. countdown
- Frequency Capping max. 5 per week

TKP ROS
5-10 sec
11-15 sec
16-20 sec
21-30 sec

45.–
55.–
65.–
90.–

TKP SPORT
5-10 sec
11-15 sec
16-20 sec
21-30 sec

55.–
65.–
75.–
105.–



PRE-ROLL
SPOT

- Targeted placement before the livestream or before/during VoDs on ServusTV On
- Spot length of 5-30 seconds possible
- No skippable spots
- Legal labeling as advertising incl. countdown
- Frequency Capping max. 5 per week

TKP ROS
5-10 sec
11-15 sec
16-20 sec
21-30 sec

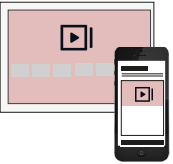
50.–
60.–
70.–
95.–

TKP SPORT
5-10 sec
11-15 sec
16-20 sec
21-30 sec

60.–
70.–
80.–
110.–

Social media activities are implemented by the editorial team.
10% surcharge per filter and frequency capping, other advertising media on request.
All prices in euros, excluding statutory taxes and duties. Technical specifications: <https://network.redbullmediahouse.com/d/datenanlieferung>
All information on terms and conditions and data delivery for the online portal at: <https://www.redbullmediahouse.com/agb-digital>.

SPECIAL ADVERTISING FORMATS



„Brandship“

The special form of advertising in a class of its own:

- We make the servustv.com homepage appear in your layout: By means of header placement and your video as well as billboard, halfpage ad, MPU you achieve maximum attention for your advertising message.
- In addition, you can emotionalize your message with your videos and related content in your own brandroom channel.

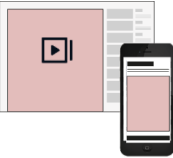
Duration: Homepage 1 day / Own channel: 4 weeks

Guaranteed Services:

- **Home page:** Tile and header image - 1st position
- Sticky navigation
- 3 fixed advertising formats (BB, HPA, MPU)
- **Own channel:** with individual background
- Fixed placement of advertising media in coordination
- Arrangement of videos and number in coordination
- Integration of related content ServusTV On in coordination

price

on request



Native Video Story

Use our digital reach for your message:

- Publication of a 4-minute contribution¹ on ServusTV On
- Design of the contribution in the style/quality of a "Servus am Abend" contribution
- Posting of the contribution on Facebook
- Production and licensing of the contribution in customer CI with certain rights of use for your owned media channels

Running time: 4 weeks

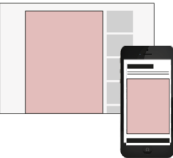
Guaranteed Services:

- 2,000 Video views
- 100,000 Social impressions

price

from 9,800.–
Design costs included

PRICE GAME



Price game

The online price game on servustv.com:

You choose the price.

- Prepared and placed in the form of an advertorial
- (product presentation & direct link)

Duration: Minimum 7 days | Maximum 14 days

Services:

- Promotion of the post with a content teaser
- Social media activation (Facebook posting)
- 1x Integration of the article teaser in the newsletter (if the runtime allows it)

price

4,500.–
Design costs included

Extension module:

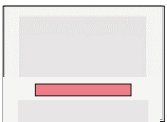
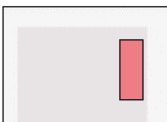
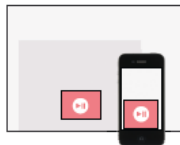
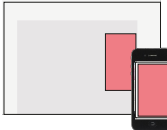
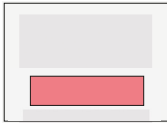
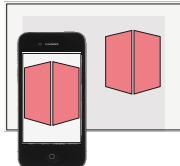

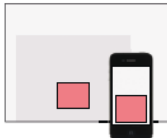
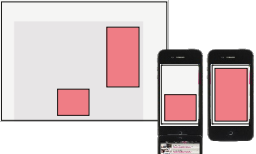
- Online for 7 additional days
- 1x social media activity (Instagram/Facebook)

price



500.–

¹ incl. labeling with advertising. Content is agreed with you in advance.

CLASSIC DISPLAY













| | | | | | | | | | | | |
|---|----------------------------------|--|---------|--|-------------------|---|--|---|------------------|--|------|
|  | Leaderboard | 728 x 90 px Desktop ROS TKP | 30.– |  | Skyscraper | 160 x 600px Desktop ROS TKP | 30.– |  | Outstream | 16:9 mind. 1.280 x 720px max. 1.920 x 1.080px TKP 10-25 sec | 50.– |
|  | Halfpage Ad | 300 x 600 px Desktop/Mobile ROS TKP | 50.– |  | Billboard | 970 x 250 px Desktop ROS TKP | 50.– |  | Cube Ad | 300 x 600px Desktop/Mobile TKP | 50.– |
|  | Newsletter Integration | <ul style="list-style-type: none"> • weekly dispatch (Tuesday/Friday) • Integration options: MPU (300 x 250 px) or content teaser (image/text combination) | 1,990.– |  | MPU | 300 x 250 px Desktop/Mobile ROS TKP | 30.– | | | | |
|  | „Home Page-Reach-Package“ | | | | | | The advertising form in a class of its own: we make the speedweek.com home page in your layout and you achieve maximum attention for your advertising message. | | GSA | on request | |

ADVERTORIAL/NATIVE

| | | | | | | |
|--|---|--------------------|---|--|-----|----------------------------------|
|  |  | Advertorial | <p>You supply the text and image material and we design your advertorial in the look and feel of the website</p> <p>Video integration is also possible as an option.</p> <p>Running time: 1 month+</p> | <p>Guaranteed services GSA:</p> <ul style="list-style-type: none"> • 200,000 Ad Impressions via Content Teaser • 60,000 social media impressions • Individual countries on request | GSA | 4,950.– Design costs included |
|--|---|--------------------|---|--|-----|----------------------------------|



CONTENT & SOCIAL MEDIA FORMATS

| | | | | | |
|--|--|---|---|-----|-------------------------------|
|    |  „Produkt-/ Modell-Portrait“ <i>Product Portrait</i> | <p>Format for the automotive & motorsport industry to present models/products and services. Image and text material is supplied.</p> <ul style="list-style-type: none">• The portrait is prepared in the look & feel of speedweek.com and placed in the “Products” channel• Integration of existing/appropriate articles, videos, etc. <p>Duration: 1 month</p> | <p>Guaranteed services GSA:</p> <ul style="list-style-type: none">• 200,000 ad impressions via content teaser• 60,000 social impressions• 1 week placement on the speedweek.com homepage and speedweek.com/products• 1x Integration of the article teaser in the newsletter | GSA | 4,950,- Incl. design costs |
|    |  „Die Geschichte von ...“ <i>The Story of...</i> | <p>Format for the automotive & motorsport industry to tell a unique story. Storytelling offers the opportunity to bring the history, ideas and successes of your company closer and to tell your personal company story. Image and text material are supplied.</p> <ul style="list-style-type: none">• The portrait is prepared in the look & feel of speedweek.com and placed in the “Products” channel• Integration of existing/appropriate articles, videos, etc. <p>Duration: 1 month</p> | <p>Guaranteed services GSA:</p> <ul style="list-style-type: none">• 200,000 ad impressions via content teaser• 60,000 social impressions• 1 week placement on the speedweek.com homepage and speedweek.com/products• 1x Integration of the article teaser in the newsletter | GSA | 4,950,- Incl. design costs |
|    |  Native Interview | <p>The speedweek.com editorial team talks to people from the world of motorsport about life, work and the current situation. Informative, entertaining and inspiring for the target group.</p> <p>Running time: 1 week</p> | <p>Guaranteed services GSA:</p> <ul style="list-style-type: none">• 200,000 ad impressions via content teaser• 60,000 social impressions• 1 week placement on the speedweek.com homepage and speedweek.com/products• 1x Integration of the article teaser in the newsletter | GSA | 4,950,- Incl. design costs |

CONTESTS & SWEEPSTAKES

| | | | | | |
|--|---|--|---|-----|-------------------------------|
|    |  Sweepstakes | <p>The online competition on speedweek.com.</p> <p>You choose the prize Set-up and product integration in the look & feel of speedweek.com</p> <p>Duration: 1 month</p> | <p>Services:</p> <ul style="list-style-type: none">• Promotion of the post with the content teaser• social media activation (Facebook posting)• 1x Integration of the article teaser in the newsletter | GSA | 3,950,- Incl. design costs |
|--|---|--|---|-----|-------------------------------|