

In- & Outstream Combos

Run on network

Up to 30 sec  
CPM 65,-  
bergwelten.com, servus.com, servustv.com,  
speedweek.com, YouTube ServusTV On

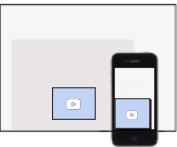
Run on best view

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  
Tradition and cuisine: servus.com, servustv.com

OUTSTREAM



Outstream

16:9  
min. 1.280 x 720 px  
max. 1.920 x 1.080 px  
CPM 10-25 sec

50,-



INSTREAM



Pre-Roll  
Video Ad

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

Youtube  
ServusTV On

CPM 80,- (skip & non skip)  
CPM (non skip) by second length, see following page





VIDEO ADVERTISING



Pre- & Mid-Roll Spot

- Targeted placement before the livestream or before/during VoDs on ServusTV On
- Spot length: 5–30 seconds
- Non-skippable spots
- Legally required ad disclosure including countdown
- Frequency capping: max. 5 per week

CPMs ROS	
5-10 sec	45,–
11-15 sec	55,–
16-20 sec	65,–
21-30 sec	90,–

CPMs SPORT	
5-10 sec	55,–
11-15 sec	65,–
16-20 sec	75,–
21-30 sec	105,–

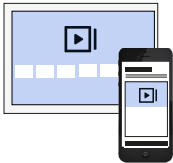


Pre-Roll Spot

- Targeted placement before the livestream or before/during VoDs on ServusTV On
- Spot length: 5–30 seconds
- Non-skippable spots
- Legally required ad disclosure including countdown
- Frequency capping: max. 5 per week

CPMs ROS	
5-10 sec	50,–
11-15 sec	60,–
16-20 sec	70,–
21-30 sec	95,–

CPMs SPORT	
5-10 sec	60,–
11-15 sec	70,–
16-20 sec	80,–
21-30 sec	110,–



„Brandship“

- **A premium special advertising format:**  
We transform the servustv.com homepage into your brand’s look & feel. Through a prominent header placement, your video, and high-impact formats like Billboard, Halfpage Ad, and MPU, you gain maximum attention for your message.
- In addition, you can emotionally enhance your campaign with video content and related articles featured in your own branded channel (Brandroom).

Duration: Homepage – 1 day / Own channel – 4 weeks

- Guaranteed Services:**
- Homepage: Tile and header image – 1st position
  - Sticky navigation
  - 3 fixed ad formats (Billboard, Halfpage Ad, MPU)
  - Own branded channel with custom background
  - Fixed placement of advertising materials in coordination
  - Arrangement and number of videos in coordination
  - Integration of related ServusTV On content in coordination

Price on request