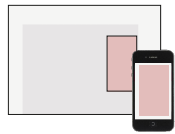


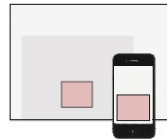
CLASSIC DISPLAY



Halfpage Ad

300 x 600 px
Desktop/Mobile
ROS TKP

50.-



MPU

300 x 250 px
Desktop/Mobile
ROS TKP

30.-



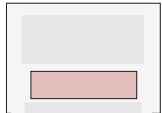
Newsletter Integration

- 10,000 Subscriptions
- Weekly dispatch

Implementation:

- Only possible as a combination product
- Naming the customer in the teaser
- By clicking on the target page on servustv.com
- (e.g.: podcast episode/vodcast episode)

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

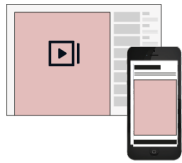
TKP ROS
5-10 sec
11-15 sec
16-20 sec
21-30 sec

50.-
60.-
70.-
95.-

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

60.-
70.-
80.-
110.-

SPECIAL ADVERTISING FORMATS



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 incl. legal labeling as advertising within the video
- Posting of the contribution on Facebook
- Production and licensing of the contribution in customer CI with certain rights of use

Running time: 4 weeks

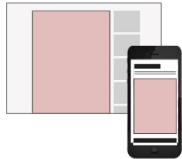
Guaranteed Services:

- 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

Extension of the term possible: + 500.- per 7 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

¹ Promotional web article. Content is agreed with the customer in advance.
Last update January 2024