

# PRICE LIST

Germany 2024 –  
Including Multi-Screen Solutions!

**united**  
**internet**  
media



# Prices - Display Formats (Multi Screen)

## Premium formats - remarkable and successful

			WEB.DE / GMX / 1&1	Directory media
Advertising format	Device	Format desktop / Mobile (incl. tablet)	Reach and rotations	Reach and rotations
Billboard Ad		800 or 970 x 250 / 300 x 150	80	80
Halfpage Ad		300 x 600 / 300 x 250	50	50
MaxiAD*		640 x 480 / 300 x 250	70	70**
MaxiAD* Maximus*		1260 x 690	110	-
MaxiAD* XL*		800 x 600 / 300 x 300	90	-
MaxiAD* Homepage		640 x 480	-	40
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	70
Mobile Pushdown Ad		300 or 320 x 75, Expanded 300 x 150	70	-
Flyers		variable i.e. Halfpage Ad: 300 x 600	upon request	-
Sitebar		dynamic / 300 x 250	60	-
Understitial		640 x 960	70	-
Watch4Mail*		1024 x 576 / 1920 x 1080	80	-
*not available for 1&1		**MaxiAD* on DM only available for mobile		Video-compatible
Billing mode: CPM; prices in € and media gross				

## Basic formats - the classics of online advertising

			WEB.DE / GMX / 1&1	Directory media
Advertising format	Device	Format desktop / Mobile (incl. tablet)	Reach and rotations	Reach and rotations
Ad Bundle		728 x 90 & 120, 160 or 200 x 600 & 300 x 250 / 300 x 50 or 75 & 300 x 250	15	15
Medium Rectangle		300 x 250	25	25
Skyscraper		120 x 600	15	15
Super Banner		728 x 90 / 300 or 320 x 50 or 75	15	15
(Wide) Skyscraper		160 or 200 x 600	20	20
*not available for 1&1			Video-compatible	
Billing mode: CPM; prices in € and media gross				

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

			WEB.DE / GMX / 1&1	Directory media
Advertising format	Device	Multi-screen-format	Reach and rotations	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 € and media gross				

## Special formats - United Internet Media specific formats

			WEB.DE / GMX / 1&1	Directory media
Advertising format	Device	Format desktop / Mobile (incl. tablet)	Reach and rotations	Reach and rotations
MillionClick Traffic (Half Rectangle)		300 x 120	0.30	-
MillionClick Traffic & Targeting (Half Rectangle)		300 x 120	0.32 - 0.34	-
		Video-compatible		
Billing mode: CPM; prices in € and media gross				

## In-stream - advertise within the direct moving image environment

			WEB.DE / GMX / 1&1	Directory media
Advertising format	Device	Format desktop / Mobile (incl. tablet)	Reach and rotations	Reach and rotations
Bumper Ad		1024 x 576 / 750 x 576	50	-
Pre-Roll		1024 x 576 / 1920 x 1080	80	-
Post-Roll		1024 x 576 / 1920 x 1080	60	-
Shoppable Video Ad		1024 x 576 / 1920 x 1080	80	-
Shuffle Roll		1024 x 576 / 750 x 576	70	-
		Video-compatible		
Billing mode: CPM; prices in € 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 Storytelling	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 Intent TGP Business to Business TGP Geo

# 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.
Contextual Targeting	Targeted campaign control based on contextual information such as key words or semantic categories.
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 €	+ 5 €	+ 10 €	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		Targeted purchasing cart abandoners on 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.	from 4,000
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
Native Teaser		Editorial-style image-text teasers on the logout lounge, homepage or in the magazines.	6
Video-compatible			Billing mode: CPM; prices in € and media gross

## Events on WEB.DE and GMX

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
(Dynamic) Billboard		An impressive appearance in the direct field of the user's vision. At 970 x 250 pixels, the billboard is directly below the homepage-header – on the mobile portal with 300 x 150 pixels above the homepage header. The latest bookable version, the Dynamic Billboard, now offers 40% more space, up to 1680 x 250 pixels.	upon request
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 Sitebar and Medium Rectangle formats are placed sticky and flank the article – other placements in the article text are hidden.	upon request
Double Sitebar*		The sitebar 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 sitebar 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
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 Billboard		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 two mobile portals WEB.DE and GMX.	upon request
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
Video-compatible			

## Market Research

Advertising format	Description	Price
<b>Ad Pretest</b>	<b>Advertising media pre-test</b>	
Ad Pretest Basic	Analysis of two creatives within a defined target group.	5,000
Ad Pretest Plus	Analysis of up to four creatives or multiple target groups.	8,000
Ad Pretest Premium	Inclusion of additional methodology through cooperation with selected market research institutes.	upon request
<b>WEB.Effects</b>	<b>Advertising impact study</b>	
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 requests.	8,000
WEB.Effects Premium	Inclusion of additional methodology through cooperation with selected market research institutes.	upon request
		Billing mode: prices in € and media gross

## sedo.de

Advertising format	Description	Price
Sponsored text entries	Customized to your campaign goal, text ad (two lines) in the corresponding domain site.	upon request

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## Lead Generation

Advertising format	Minimum term/purchase quantity/booking volume	Price
Lead Ad	min. 5.000	on request
Lead CoRegistration	min. 4 Weeks	CPL on request
Lead Exclusive Contest	2 weeks / min. 50,000	upon request
Lead Multi Sponsor Contest	2 months / min. 5,000	upon request
Thank you page		upon request
CoRegistration		upon request
Sponsoring		upon request
Billing mode: prices in € and media gross		


## Referral Marketing

Advertising format	Minimum term/purchase quantity/booking volume	CPM/fixed price
"Vorteilswelt" integration (GMX and WEB.DE)	min. 4 weeks to 3 months (longer on request)	upon request
GMX and WEB.DE WEB.Cent A-Placement	14 days	7.50 € CPM plus CPO/CPL/CPC
GMX and WEB.DE WEB.Cent B-placement	14 days	1 € CPM plus CPO/CPL/CPC
Billing mode: prices in € and media gross		

## Inbox Marketing

Advertising format	Device	Minimum booking volume	Price
Direct E-Mail		2,500	89 € CPM
Inbox Ad		5,000	47 € - 67 € CPM (depending on targeting or screen)
Inbox Ad Prospekte		5,000	upon request
Product Gallery Ad (Inbox Ad)		5,000	47 € - 67 € CPM (depending on targeting or screen)
Billing mode: prices in € 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: prices in € and media gross				

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Our brand portfolio:

**GMX**



**mail.com**

Das Örtliche

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