

Media services and partner benefits for VIDEOAKTIV.tv

VIDEOAKTIV-Partnership	Premium basic	Premium	Gold	Gold+
Max. number of sponsors	unlimited	unlimited	max. 3	only 1
Period	3 months	6 and 12 months*	3, 6, 9 and 12 months	3, 6, 9 and 12 months
Advertising performance				
Logo integration Large on top position of the homepage (including link)	–	–	✓	✓
Logo integration in videos of the VIDEOAKTIV YouTube channel	–	–	✓	✓
Logo integration in the newsletter (including link)	–	–	✓	✓
Exclusive logo integration on homepage (including link)	✓	✓	–	–
Perfectly positioned with Skyscraper banner (160 x 600 pixels)	30,000 Page Impressions/p.M	30,000 Page Impressions/p.M.	optionally in rotation on request	optionally in rotation on request
Better click-through rate thanks to Rectangle (300 x 250 pixels)	–	–	30,000 Page Impressions/p.M.	20,000 Page Impressions/p.M.
Exclusive top positioning thanks to billboard banner (970 x 250 pixels)	–	–	–	20,000 Page Impressions/p.M.
Editorial services				
Exclusive editorial article incl. video	✓	✓	✓	✓
News for special offers, workshops, events	✓	✓	✓	✓
Exclusive editorial article incl. video	–	1 editorial article (per 6 months)	1 editorial article (per 3 months)	1 editorial article (per 3 months)
Exclusive newsletter for the editorial article	–	✓	✓	✓
Top positioning of the editorial article on VIDEOAKTIV.tv	–	min. two months	min. two months	min. two months
discounted and optional services				
VIDEOAKTIV-Testlogos	Discount 15%	Discount 25%/included*	included	included
Advertorial	Discount 10 %	Discount 10 %	Discount 25 %	Discount 30 %
Reader test	Discount 10 %	Discount 10 %	Discount 25 %	Discount 40 %
Price 3 months	1,512 Euro Price advantage 168 Euro	–	4,198 Euro Price advantage 2,467 Euro	4,739 Euro Price advantage 2,659 Euro
Price 6 months	–	2,488 Euro Price advantage 872 Euro	8,300 Euro Price advantage 5,030 Euro	9,342 Euro Price advantage 5,272 Euro
Preis 9 months	–	–	12,450 Euro Price advantage 7,545 Euro	14,050 Euro Price advantage 8,184 Euro
Price 12 months	–	4,976 Euro Price advantage 1,744 Euro	15,780 Euro Price advantage 10,880 Euro	17,700 Euro Price advantage 11,920 Euro

*from booking for 12 months, the VIDEOAKTIV test logos are included

All prices are net, non-discountable.

The general terms and conditions at http://medienbureau.de/PDF/VIDEOAKTIV_AGB.pdf apply.