

Preisliste Azerion DACH 2026

Format	Plattform	Preismodell	RON	ROC	Custom
Display (CPM, Festpreis)					
Mobile Content Ad (MCA) 2:1/ 3:1/ 4:1/ 6:1, Leaderboard	Mobile	CPM	20.00 €	30.00 €	40.00 €
Super Banner, Skyscraper	Desktop	CPM	25.00 €	35.00 €	45.00 €
Medium Rectangle (MRT)	Mobile, Desktop	CPM	30.00 €	40.00 €	50.00 €
Native Ad	Mobile, Desktop	CPM	35.00 €	45.00 €	55.00 €
Interscroller, Understitial	Mobile	CPM	60.00 €	70.00 €	80.00 €
Halfpage Ad (HPA)	Mobile, Desktop	CPM	70.00 €	80.00 €	90.00 €
Billboard	Desktop	CPM	80.00 €	90.00 €	100.00 €
(Video) Interstitial	Mobile	CPM	80.00 €	90.00 €	100.00 €
Skin	Mobile, Desktop	CPM	90.00 €	100.00 €	110.00 €
Advertorial, Brand Story	Mobile, Desktop	Festpreis	auf Anfrage		
Ad Bundle (CPM)					
Ad Bundle Standard (MCA, MRT, Native Ad, Leaderboard, Super Banner, Skyscraper)	Mobile, Desktop	CPM	25.00 €	35.00 €	45.00 €
Ad Bundle Premium (MCA, MRT, Native Ad, HPA, Interstitial)	Mobile, Desktop	CPM	50.00 €	60.00 €	70.00 €
Ad Bundle Premium (MCA, MRT, Native Ad, HPA, Interstitial)	Mobile, Desktop	CPC	5.00 €	7.50 €	10.00 €
Ad Bundle High Impact (Skin, Billboard, HPA, Interstitial)	Mobile, Desktop	CPM	80.00 €	90.00 €	100.00 €
WeTransfer (CPM, Festpreis)					
Static/ Dynamic/ Video Wallpaper (WeTransfer.com)	Desktop	CPM	150.00 €		
Interactive Wallpaper (WeTransfer.com)	Desktop	CPM	180.00 €		
Static/ Dynamic/ Video Takeover (WeTransfer.com)	Desktop	Festpreis	195,000.00 €		
Interactive Takeover (WeTransfer.com)	Desktop	Festpreis	220,000.00 €		
Custom Wallpaper (WeTransfer.com)	Desktop	CPM/Festpreis	auf Anfrage		
WeTransfer Mobile (WeTransfer App)	Mobile	Festpreis	auf Anfrage		
Video (CPM, CPCV)					
OutStream Video (Multiple AdSlot Video)	Mobile, Desktop	CPM	70.00 €	80.00 €	90.00 €
InStream Video (Bumper Ad) bis 10 Sek.	Mobile, Desktop	CPM	80.00 €	90.00 €	100.00 €
InStream Video (Pre-Roll, Mid-Roll, Interactive Video) bis 30 Sek.	Mobile, Desktop	CPM	100.00 €	110.00 €	120.00 €
Video (Pre-Roll, Mid-Roll, Interactive Video, Rewarded) bis 30 Sek.	Mobile	CPCV	0.15 €	0.20 €	0.25 €
Connected TV (CPM)					
CTV Spot bis 10 Sek.	CTV	CPM	90.00 €	100.00 €	110.00 €
CTV Spot bis 20 Sek.	CTV	CPM	105.00 €	115.00 €	125.00 €
CTV Spot bis 30 Sek.	CTV	CPM	120.00 €	130.00 €	140.00 €
Advanced CTV Ad, inkl. Ad Creation	CTV	CPM	auf Anfrage		
OneStream (CPM)					
OutStream Video, InStream Video, CTV bis 10 Sek.	Mobile, Desktop, CTV	CPM	85.00 €	95.00 €	105.00 €
OutStream Video, InStream Video, CTV bis 30 Sek.	Mobile, Desktop, CTV	CPM	105.00 €	115.00 €	125.00 €
Digital Audio (CPM)					
Radio/ Music Streaming Audio Ad bis 30 Sek.* (+ Companion)	Mobile, Desktop	CPM	60.00 €	70.00 €	80.00 €
In-Video Audio Ad bis 30 Sek.* + Companion	Mobile, Desktop	CPM	70.00 €	80.00 €	90.00 €
Podcast Audio Ad bis 30 Sek.*	Mobile, Desktop	CPM	80.00 €	90.00 €	100.00 €
Gaming (CPM, Festpreis)					
In-Game Display (MCA, MRT, HPA, Interstitial, Leaderboard, Super Banner, Billboard)	Mobile, Desktop, Console	CPM	50.00 €	60.00 €	70.00 €
In-Game Audio Ad bis 20 Sek. + Companion	Mobile, Desktop, Console	CPM	80.00 €	90.00 €	100.00 €
In-Game Video bis 30 Sek.	Mobile, Desktop, Console	CPM	80.00 €	90.00 €	100.00 €
Rewarded Video bis 30 Sek.	Mobile, Desktop	CPM	80.00 €	90.00 €	100.00 €
Rewarded Video bis 30 Sek. + Interactive Endcard	Mobile	CPM	105.00 €	115.00 €	125.00 €
In-/Around-Game Custom Lösungen & Gaming Influencer	Mobile, Desktop	CPM/Festpreis	auf Anfrage		
DOOH (CPM)					
DOOH, inkl. Ad Creation	DOOH	CPM	auf Anfrage		
Targeting und Services					
Technisches Targeting: z.B. OS, Device, Provider, IP, Connection Type, Time, Geo	Mobile, Desktop, CTV, Console, DOOH	CPM	ohne Aufpreis		
Contextual/ Audience/ Weather/ TV Sync/ Custom Targeting		CPM/Festpreis	auf Anfrage		
Ad Creation, Ad Production		Festpreis	auf Anfrage		
Study (Werbewirkung, Footfall Measurement)		Festpreis	auf Anfrage		

Ergänzende Informationen:

Mindestbuchungsvolumen: 5,000.00 €

Mindestbuchungsvolumen WeTransfer.com: Auf Anfrage

*Audio bis 30 Sek. empfohlen, bis 60 Sek. möglich