



Preisliste Azerion DACH 2025

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 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 30 Sek.	CTV	CPM	120.00 €	130.00 €	140.00 €
Advanced CTV Ad, inkl. Ad Creation	CTV	CPM	auf Anfrage		
Performance (CPC, CPX)					
Push Notification	Mobile	CPP	2.50 €	4.00 €	5.00 €
Ad Bundle Premium (MCA, MRT, Native Ad, HPA, Interstitial)	Mobile, Desktop	CPC	5.00 €	7.50 €	10.00 €
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 €
In-Game (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 €
Product Placement	Mobile, Desktop, Console	Festpreis	auf Anfrage		
Advergame, Custom Branded Game	Mobile, Desktop	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