

RATECARD 2026 / Insertion Order



Video



Desktop



Mobile Devices



CTV



Multiscreen

	Desktop	Mobile Devices	CTV	Multiscreen
Channel Switch Ad	90	90	120	95
Run-of-Video Ad	90	90	120	95
Dynamic Ad Substitution	90	90	120	95
Bumper Ad (short video Ad max 6 sec)	50	50	70	55

High Impact Formats

	Desktop	Mobile Devices	CTV	Multiscreen
Halfpage Ad	70			
Billboard	70			
Prestitial		70		

IAB Formats

	Desktop	Mobile Devices	CTV	Multiscreen
Leaderboard				
MedRec & TV Side Ad	30	30		

Basic gross CPMs in CHF

Special Formats

Branding Day (one day fix placement)
CPD (cost per day)

	Desktop	Mobile Devices	CTV	Multiscreen
D-CH	15'000	15'000		15'000
F-CH	4'000	4'000		4'000
I-CH	1'000	1'000		1'000

Display

Run-of-Video

Benefit of brand performance with high reach

- Preroll Instream Chanel Switch and Dynamic Ad Substitution
- Awareness and performance
- Maximum reach by Zattoo users

Video- longspots

- until 30 seconds = normal CPM
- 31 seconds- 60 seconds = + 50% from the basis CPM
- 61 seconds- 120 seconds = + 100% from the basis CPM
- 121 seconds and more = + 150% from the basis CPM

Extras

Extra charges

- Targeting: + 10%
- French Targeting: + 10%
- Capping: if less than 1 unique User per day +10%

Discounts

- Non Profit Discount: 50%
- Agency comission: 5%
- New-Bizz: 10%

Cancellation fees

- 10 days before start date: 20%
- During the campaign: 50%



RATECARD 2026 / Programmatic



Video



Desktop



Mobile Devices



CTV



Multiscreen

	Desktop		Mobile Devices		CTV		Multiscreen	
	Programmatic Guaranteed	Preferred Deal (Fixprice)						
Channel Switch Ad	90	90	90	90	120	120	95	95
Run-of-Video Ad	90	90	90	90	120	120	95	95
Dynamic Ad Substitution	90	90	90	90	120	120	95	95
Bumper Ad	50	50	50	50	70	70	55	55

Display

	Desktop		Mobile Devices	
	Programmatic Guaranteed	Preferred Deal (Fixprice)	Programmatic Guaranteed	Preferred Deal (Fixprice)

High Impact Formats

Halfpage Ad	70	70		
Billboard	70	70		
Prestitial			70	70

Standard IAB Formats

Mobile Leaderboard			30	30
MedRec & TV Side Ad	30	30	30	30

Basic gross CPMs in CHF
Additional CHF 1.- for each targeting criteria ontop to the basic CPM & FC

Special Formats

Branding Day (one day fix placement) CPD (cost per day)	Desktop	Mobile Devices	CTV	Multiscreen
D-CH	15'000		15'000	15'000
F-CH	4'000		4'000	4'000
I-CH	1'000		1'000	1'000



Contact

Questions or inquiries?
Please contact us!

Michael Bradley
Senior Sales Manager
Programmatic Advertising

michael.bradley@zattoo.com
+49 173 690 7993