

AutoScout24 Media Price list 2020



April 2020

AutoScout24 Media Product Team

Auto
Scout24
Media

CPM prices 2020



Multiscreen advertising forms		
AdBundle Multiscreen Medium Rectangle Multiscreen	RoS	40 €
	RoC	50 €
	audience extension	60 €
Halfpage Ad Multiscreen	RoS	60 €
	RoC	70 €
	audience extension	80 €
Gallery Ad ^{1,2,3} Billboard Multiscreen ^{1,3}	RoC	80 €
Understitial ^{1,3,5} InList Native ^{1,3} Native Carousel ^{1,3}	RoC	90 €
Facebook Newsfeed Ad ⁴ (Carousel, Video, etc.) LinkedIn Sponsored Content ⁴	audience extension	100 €
PreRoll Youtube ⁴	audience extension	1 € CPCV
Mobile only advertising forms		
Canvas Ad	Audience Extension (Facebook) & RoS	100 €

		Mobile advertising forms			
Multiscreen cluster		Mobile Banners Native content Ad ^{1,3}		Mobile Medium Rectangle Mobile Richmedia ¹ , Mobile Video ¹ , Mobile Slider ¹	
Desktop advertising formats	Super Banner	RoS	30 €	RoS	40 €
		RoC	40 €	RoC	50 €
		audience extension	50 €	audience extension	60 €
	medium rectangle	RoS	40 €	RoS	45 €
		RoC	50 €	RoC	55 €
		audience extension	60 €	audience extension	65 €
	Skyscraper Lightbox Ad ^{1,2,3}	RoS	50 €	RoS	55 €
		RoC	60 €	RoC	65 €
	audience extension	70 €	audience extension	75 €	
Half page ad Billboard	RoS	60 €	RoS	65 €	
	RoC	70 €	RoC	75 €	
	audience extension	80 €	audience extension	85 €	
sidebar1 Billboard Reminder ^{1,3}	RoS	80 €	RoS	85 €	
	RoC	90 €	RoC	95 €	
Double Sitebar ^{1,3} Detailpage Branding ^{1,3}	RoC	100 €	RoC	100 €	

Desktop and mobile delivery is subject to availability

Targeting markup		
Device Targeting (Desktop advertising only/ Mobile advertising only)	15 € CPM increase of the basic price (only applies to multiscreen cluster advertising, NOT to multiscreen advertising)	
Environment Targeting/ IP Targeting/ Audience Targeting (DDA)	20 % surcharge on the base price	

All prices are valid from 01.01.2020 - errors & omissions excepted 1) Audience Extension NOT possible 2) Audience Targeting NOT possible 3) RoS NOT possible 4) Environment Targeting NOT possible 5) also desktop- or mobile-only bookable (plus device-targeting surcharge)

Fixed placements & integrations 2020



Type of advertising	Accounting model	Duration	Price
Homepage Takeover Multiscreen	fixed price	1 day	40,000 €
		2 days	72,000 €
Homepage Video Takeover Multiscreen	fixed price	1 day	47,500 €
		2 days	85,500 €
Brandbox Multiscreen	fixed price	1 day	32,500 €
		2 days	58,500 €
Branded Newsletter	fixed price	1 mailing	7,000 €
Advertorial Package M	Package price	1 month	30,000 €
Advertorial Package L	Package price	1 month	45,000 €
landing page	fixed price	on request	on request
Text link 1-6	CPM	individual	4 €
Text link gallery	CPM	individual	12.50 €
Text Logo Box	CPM	individual	10 €
Detail page Service Ad	CPM	individual	90 €

Glossary



Targeting options

Environment targeting	Targeting based on search criteria on AutoScout24, e.g. region searched for, car brand searched for
IP targeting	Targeting is based on the location of the user's IP address
Audience targeting (DDA)	Targeting is based on generated user data (user profiles, search behaviour, user interaction in the AutoScout24 network)

Playback options

RoS (Run of Site)	Advertising is played out on a AutoScout24 Website, e.g. AutoScout24.de
RoC (Run of Category)	Advertising is played in a category of a AutoScout24 website, e.g. Resultlist, Detailpage
Audience Extension	Advertising is played out on premium websites outside the AutoScout24 network using Audience Targeting (DDA)