

Media price list 2022



November 2021

AutoScout24 Media Product Team

 LeasingMarkt.de

Auto
Scout24
Media

CPM prices 2022



Multiscreen formats		
AdBundle Multiscreen ⁶ Medium Rectangle Multiscreen ⁶	RoS	40 €
	RoC	50 €
	Audience Extension	60 €
Halfpage Ad Multiscreen	RoS	60 €
	RoC	70 €
	Audience Extension	80 €
Gallery Ad ^{1,2,3}	RoC	80 €
Understitial ^{1,3,5} InList Native ^{1,3,6} 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 format		
Canvas Ad	RoS & Audience Extension (Facebook)	100 €

	Mobile formats				
	Multiscreen cluster	Mobile Banners ⁶ Native Content Ad ^{1,3}	Mobile Medium Rectangle ⁶ Mobile Richmedia ¹ , Mobile Video ¹ , Mobile Slider ¹		
Desktop formats	Super Banner ⁶	RoS	30 €	RoS	40 €
		RoC	40 €	RoC	50 €
		Audience Extension	50 €	Audience Extension	60 €
	Medium Rectangle ⁶	RoS	40 €	RoS	45 €
		RoC	50 €	RoC	55 €
		Audience Extension	60 €	Audience Extension	65 €
	Skyscraper ⁶ Lightbox Ad ^{1,2,3}	RoS	50 €	RoS	55 €
		RoC	60 €	RoC	65 €
		Audience Extension	70 €	Audience Extension	75 €
	Halfpage Ad ⁶ Billboard ⁶	RoS	60 €	RoS	65 €
RoC		70 €	RoC	75 €	
Audience Extension		80 €	Audience Extension	85 €	
Sitebar ¹ Billboard Reminder ^{1,3}	RoS	80 €	RoS	85 €	
	RoC	90 €	RoC	95 €	
Double Sitebar ^{1,3} Detailpage Branding ^{1,3}	RoC	100 €	RoC	105 €	

Delivery of desktop and mobile according to availability

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

All prices are valid from 01.01.2022 – changes & errors 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 available (plus device targeting fee) 6) format also available on Leasingmarkt.de

Fixed placements & integrations 2022



Format	Cost type	Runtime	Pricing
Homepage Takeover Multiscreen	Fixed price	1 day 2 days	40,000 € 72,000 €
Mighty Takeover (Option 1) ¹	Fixed price	1 day	80,000 €
Mighty Takeover (Option 2) ²	Fixed price	1 day	76,000 €
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 Detailpage	CPM	Individual	4 €
Text Link Gallery	CPM	Individual	12.50 €
Text Logo Box	CPM	Individual	10 €

All prices are valid from 01.01.2022 – changes & errors excepted 1) Homepage Takeover fixed placement AND First Contact Sitebar + Mobile Banner on resultlist & detailpage 2) Homepage Takeover fixed placement AND First Contact Billboard + Mobile Banner on resultlist & detailpage

Glossary



Targeting options

Key Value targeting	Targeting based on search criteria on AutoScout24, e.g. Make, model, car segment, price
IP targeting	Targeting based on the location of the user's IP address
Audience targeting (DDA)	Targeting based on generated user data (user profiles, search behaviour, user interaction in the AutoScout24 network)

Placement options

RoS (Run of Site)	Ads run on entire website (+ apps)
RoC (Run of Category)	Ads run on a certain "category" of the website (+ apps), e.g. resultlist, detailpage
Audience Extension	Ads run with audience targeting (DDA) on premium websites (+ apps) outside of AutoScout24 network