

Platform	ir in der Praxis Das PTA Magazin Springer Pflege Springer Medizin Ärzte Zeitung									
	PRICING				TECHNICAL SPECIFICATIONS					
Before/after LogIn	open	open	open/closed	open/closed	ID	Width (pixel)	Height (pixel)	File Weight (kb)	Further Specifications	
DISPLAY AD FORMAT	CPM	CPM	CPM	CPM						
Playout	CPM	CPM	CPM	CPM						
Web-Advertorial	Desktop / mobile	/	65 €	90 € / 180 €	90 € / 180 €		We need a static picture with resolution 390x246 px, a headline text with max. 60 characters incl. spaces and a body text with max. 350 characters incl. CTA and spaces over max. 5 lines			
Rectangle	Desktop / mobile	40 €	65 €	90 € / 180 €	90 € / 180 €	307	180 300 336	150 250 280	150	JPG, GIF, HTML5*, Redirect Tag; Frequency Capping Limitation (optional)
Billboard Ad	Desktop	40 €	65 €	90 € / 180 €	90 € / 180 €	801	800 900	250 250	150	JPG, GIF, HTML5*, Redirect Tag; Frequency Capping Limitation (optional)
Fullbanner	Desktop/mobile	40 €	65 €	90 € / 180 €	90 € / 180 €	271	468	60	150	JPG, GIF, HTML5*, Redirect Tag; Frequency Capping Limitation (optional)
Skyscraper	Desktop	/	65 €	/	/	362	120 160	600 600	150	JPG, GIF, HTML5*, Redirect Tag; Frequency Capping Limitation (optional)
Super Banner	Desktop	40 €	65 €	90 € / 180 €	90 € / 180 €	358	728	90	150	JPG, GIF, HTML5*, Redirect Tag; Frequency Capping Limitation (optional)
Mobile Banner 150	Mobile	/	65 €	90 € / 180 €	90 € / 180 €	503	300 320	150 150	150	JPG, GIF, HTML5*, Redirect Tag
Mobile Banner 75	Mobile	/	65 €	90 € / 180 €	90 € / 180 €	504	300 320	75 75	150	JPG, GIF, HTML5*, Redirect Tag
Mobile Banner 50	Mobile	/	65 €	90 € / 180 €	90 € / 180 €	505	300 320	50 50	150	JPG, GIF, HTML5*, Redirect Tag
Sponsoring		On Request	On Request	On Request	On Request					
NEWSLETTER AD FORMAT										
Newsletter Medium Rectangle							300	250	150	static gif, jpg, png
Newsletter-Advertorial							We need a static picture with resolution 390x246 px, a headline text with max. 60 characters incl. spaces and a body text with max. 350 characters incl. CTA and spaces over max. 5 lines			
Top Placement (only ÄrzteZeitung newsletter)							620	90	150	static gif, jpg, png, only one target URL possible

Notes:
 A web banner can not refer to pdf files only, it is mandatory to use a target url to an HTML page.
 Please deliver HTML5 assets via download link, mails with attached HTML5 zip files might be filtered out by our spam protection software.
 Please take care of HTML5 guidelines for Google Ad Manager: <https://support.google.com/admanager/answer/7046799?hl=en>

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Link to Springer Medizin Adwizard:
<https://adwizard.springer.com/adwizard/home/index>