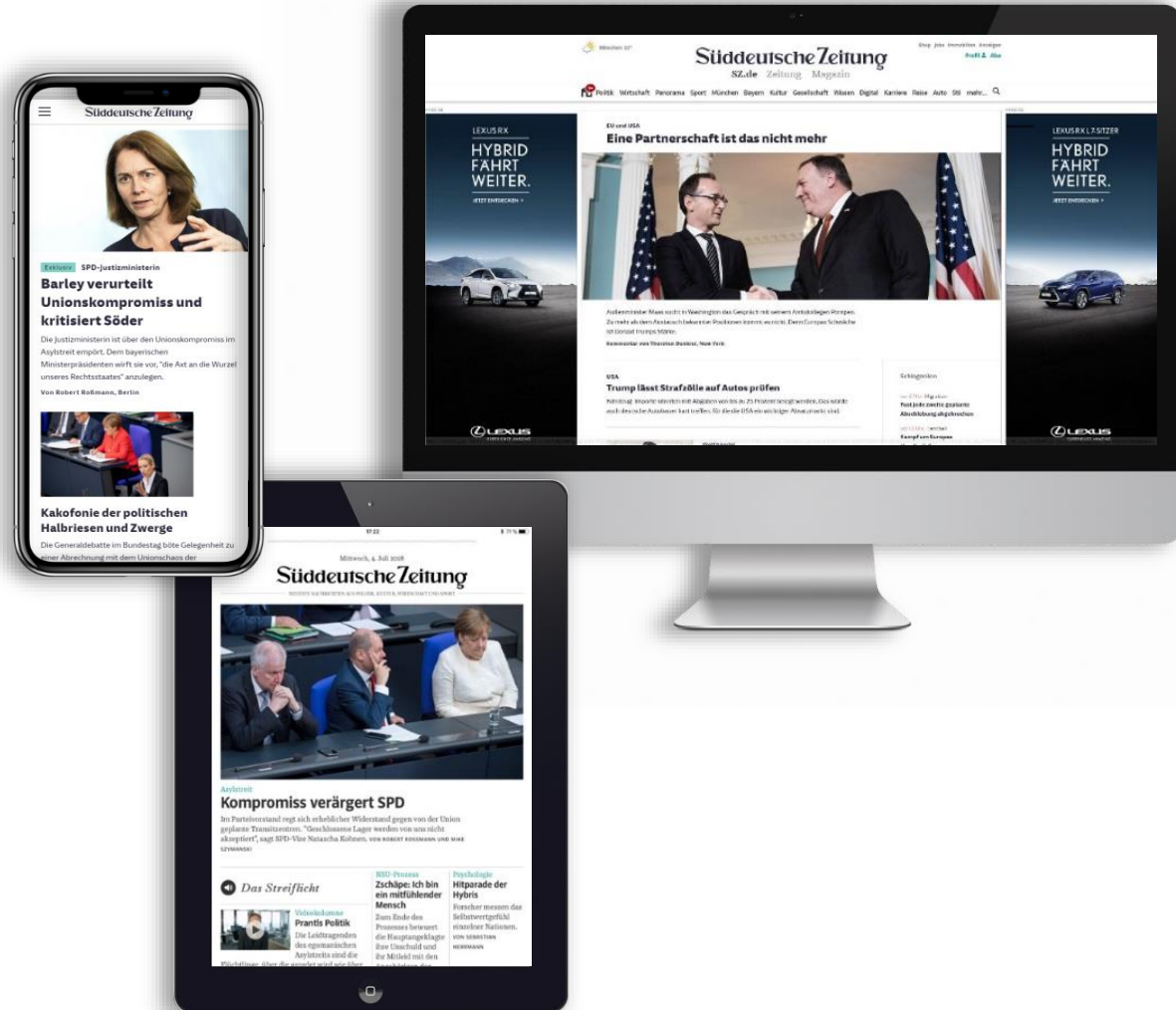


# Süddeutsche Zeitung

## Programmatic Advertising



# Programmatic Advertising

## Deal types

### Programmatic Guaranteed

- ▶ Fixed rates, same as regular IO-deals
- ▶ Guaranteed Ad Impressions
- ▶ Gender targeting is possible
- ▶ No further real-time selection of users
- ▶ No Targeting on client side
- ▶ Minimum booking volume: 5,000 € gross

### Private Auction (fully transparent)

- ▶ Floor CPMs
- ▶ No guaranteed Ad Impressions
- ▶ Auction-based ad delivery (=Client with the highest CPM bid wins the auction)
- ▶ Real-time selection of users
- ▶ Own data can be used for more efficient target group communication
- ▶ Minimum booking volume: 2,500 € gross

# Programmatic Advertising

## Rates and further Information

- ▶ Targeting
  - Surcharge of 15%
  - Programmatic Guaranteed: Targeting only possible on publisher side (SSP)
  - Private Auction: Targeting possible both on publisher (SSP) and client side (DSP)
- ▶ Private Auction (fully transparent): section information available

### Private Auction (fully transparent): Floor CPMs n/n

Online			Mobile				Digital	
Sitebar	Billboard/ Halfpage Ad	Ad Bundle/Super Leaderboard	Mobile Rollover Ad (Understitial, Parallax)	Medium Rectangle/ High Impact Ad	2:1 Banner/ 3:1 Banner	4:1 Banner/ 6:1 Banner	Content Video Ad	Pre-Roll
22 €	20 €	5 €	10 €	5 €	3,50 €	2,50 €	20 €	36 €