

Product	Device	Format	Size	eCPM PA	eCPM PD	eCPM Direct	Impressions potentials (30 days)
Display	All	ROS package	300x250, 728x90, 750x100, 750x200, 300x600	€1.20	€1.40	€1.80	150 million
Display	Desktop+mobile	ROS Rectangle package	300x250, 336x280	€1.50	€1.60	€2.00	25 million
Display	Desktop+mobile	ROS Leaderboard packge	728x90, 750x100, 750x200	€1.70	€1.80	€2.20	15 million
Display	Desktop+mobile	ROS Halfpage package	300x600, 160x600	€1.80	€2.00	€2.50	18 million
Display	Desktop	RON package	300x250, 728x90, 750x100, 750x200, 300x600	€2.00	€2.40	€2.80	75 million
Display	Mobile	RON package	300x250, 320x50, 320x100	€1.80	€2.00	€2.50	70 million
Native	In-App	Native Package	Native	€1.80	€2.20	€2.60	5 million
Native	Desktop	Native Package	Native	€1.50	€1.70	€2.20	450 million
Display	Desktop+mobile	Premiumbox	320x100, 320x50, 300x600, 300x250, 750x200, 750x300, 728x90, 970x250	NA	NA	€8.00	2 million
Display	In-App	Premiumbox	320x100, 320x50, 300x600, 300x250, 750x200, 750x300, 728x90, 970x251	NA	NA	€7.00	3 million
Display	Desktop+mobile	High Viewability package (+60%)	300x250, 300x600, 320x50, 320x100, 728x90, 750x100, 750x200, 750x300, 980x200, 980x300	€2.50	€2.70	€3.00	25 million
Display	Desktop+mobile	High Viewability package (+80%)	300x250, 300x600, 320x50, 320x100, 728x90, 750x100, 750x200, 750x300, 980x200, 980x300	€3.00	€3.30	€3.50	20 million