



Ströer Online Banner Premium

With our online banner advertising, you have the opportunity to play out your advertising message on our partner channels in a target group-specific, cross-device, regional manner, in the right context and with minimal wastage. Your advertising will be displayed on the Ströer network and its premium environment of over 400 websites. The budget for online banner advertising is made up of the thousand-contact price (TCP) and the impressions booked. In addition, the budget is based on the maximum achievable impressions, which depend on the specific target group. Use our reach and the brand environment to place your advertising messages in a reputable context and increase your brand awareness. In this way, you can attract the attention of your relevant target group, raise your profile and strengthen your brand.

Ströer Online Banner Premium service description

1. Services included in the advertising budget:

- ★ Advice on the strategic conception, creation and implementation of the banner advertising campaign according to predefined advertising objectives. The creation of motifs/slogans/advertising ideas in general is the customer's responsibility.
- ★ Identification of the relevant target groups specified by the customer according to age and gender, relevant channels or segments
- ★ Technical setup of the banner advertising campaign according to the above specifications
- ★ Technical display of the advertising material within the specified framework via the Ströer network and its premium environment
- ★ Regular monitoring of campaign performance
- ★ Campaign adjustments if required (geo-targeting, target group, term extension)
- ★ Personal support team/ personal contact person
- ★ Access to your personal customer center including daily reporting of your campaign with data on impressions, clicks, distribution of banner sizes and play by end device

The following types of costs will be invoiced as listed

- Setup fee: one-time fee at the start of the campaign

- Advertising costs for banner ads: one-time fee 3 weeks before the start of the campaign or monthly (ongoing campaign)

Status: 11/2023

2. Services included in the advertising material costs (if creation is booked by the customer):

- ★ Creation of a static advertising medium for desktop and mobile or
 - ★ Creation of animated advertising material for desktop and mobile or
 - ★ Creation of a static advertising medium for mobile or
 - ★ Creation of an animated advertising medium for mobile or
 - ★ If no advertising material is booked: Data acceptance and verification upon delivery of advertising material by the customer per banner set at the price stated in the order
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RegioHelden guarantees the contractually agreed number of ad impressions. Other conversions, such as sales, calls, emails, orders, downloads, etc., are not promised or guaranteed at any time. Long-term advertising: Agreed ad impressions that could not be delivered in one month are carried over to the following month and compensated for there by additional deliveries.

Customer responsibilities:

- The customer must provide RegioHelden GmbH with all data and information necessary for the creation of the advertising material or, if the advertising material is created by the customer, for the delivery of the advertising material (e.g. image material, the advertising material created by the customer in the specified format) in good time and in full ("Customer requirements"). Immediately after conclusion of the contract, the customer shall receive a summary of the provision obligations/specifications applicable to their order and the deadlines for the transmission.
- If the creation of the advertising material by the customer has been agreed, the customer must deliver the fully functional advertising material to RegioHelden no later than 6 working days before the planned start of the campaign.
- If it has been agreed that RegioHelden will create the advertising material, the customer must provide RegioHelden GmbH with all the necessary information and materials (specifications) no later than 10 working days before the planned start of the campaign in the case of static advertising material and 18 working days before the planned start of the campaign in the case of animated advertising material.

The following types of costs will be invoiced as listed

- Setup fee: one-time fee at the start of the campaign
- Advertising costs for banner ads: one-time fee 3 weeks before the start of the campaign or monthly (ongoing campaign)