MEDIA DATA 2022

NETDOKTOR.at
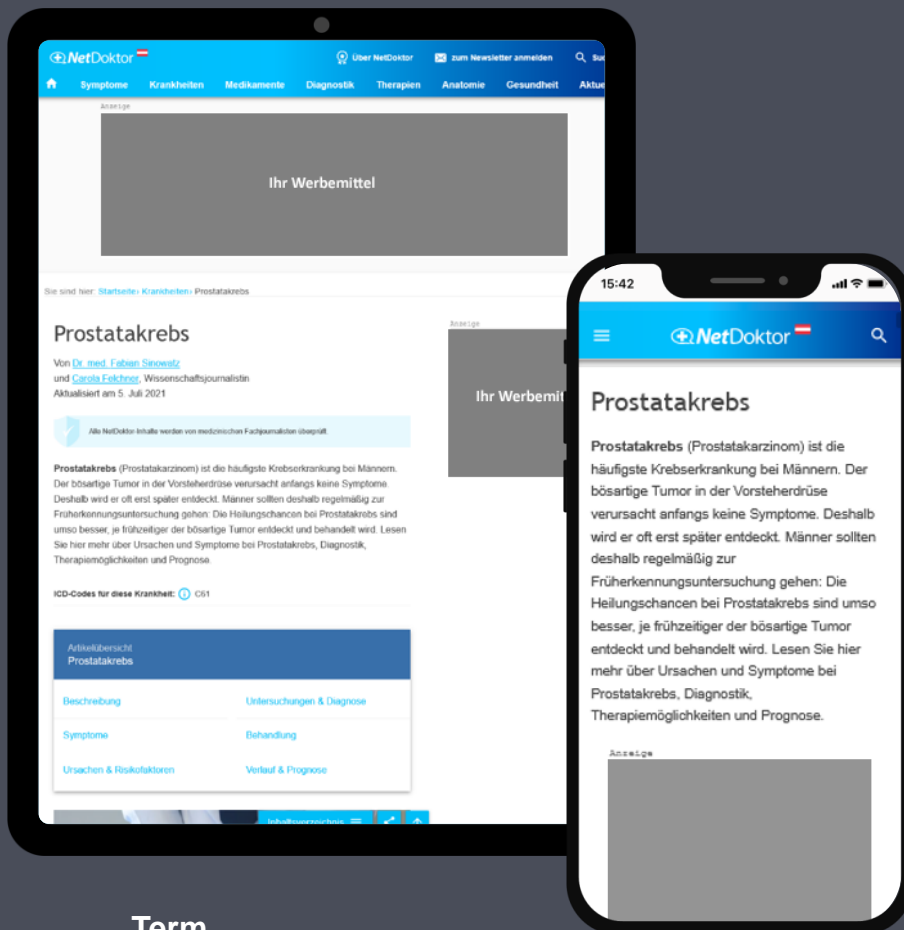
Offers and prices

NetDoktor

BCN.

TOPIC-BASED
targeting on NETDOKTOR.de

Sponsor a specialist article (runtime 12 months)

The specialist article you book will present your topic/area of specialisation based on a foundation of well-researched scientific knowledge and examine it from different angles.

- **Your advertisement (combination of online and mobile) will be displayed exclusively on the entire site.**
- The advertisement links to the customer or product website.
- Right of first refusal up to six weeks before the sponsorship expires (from a runtime of 12 months)

Format	Costs in €	
Topic-based targeting (term 12 months)	media (individual package offers on request)	24,990

Media costs: Count towards the annual agreement commitment, eligible for discount and subject to agency commission (if booked through an agency).

Term

12 months

100% exclusive. Your advertisements occupy every advertising space on the page
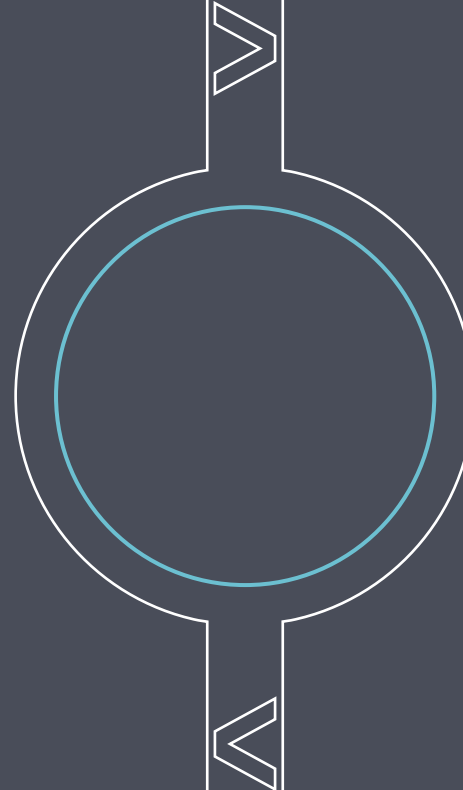
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Minimum placement:

An advertising media on top and in the content (billboard and MCA 2:1)

- For desktop:
  - Billboard (800 x 250 pixels)
- For mobile:
  - MCA 2:1 (320 x 150 pixels)

If the MCA and medium rectangle are supplied, the entire page is occupied, but only one of the two formats is used per ad slot.

We recommend supplying at least the branding package:

- For desktop:
  - Medium rectangle (300 x 250 pixels)
  - Half-page ad (300 x 600 pixels) multiscreen and sticky
  - Billboard (800 x 250 pixels)

- For mobile:
  - MCA 2:1 (320 x 150 pixels)

Advertising materials are to be sent to:
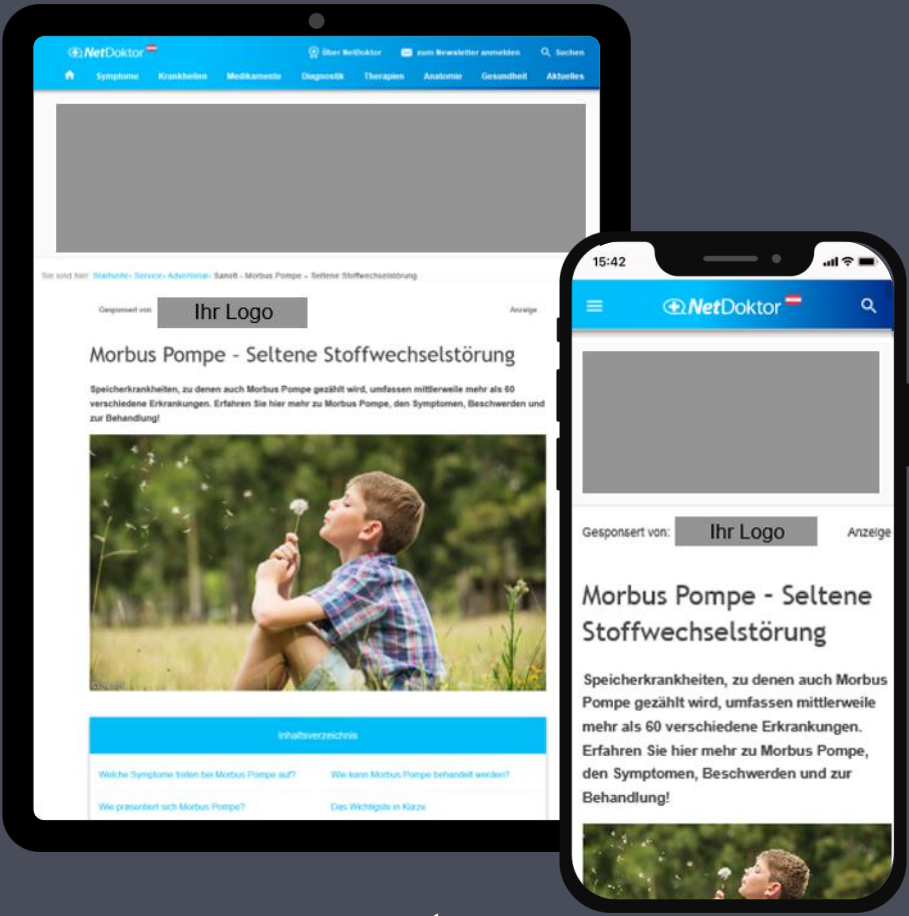bcn.campaigning@burda.com

Prices and technical specifications: https://www.brand-community-network.de/werbeloesungen/digital/preise

NATIVE INTEGRATION
Sponsored content article

Spring Offer

The editorial service team will develop a tailor-made native article in keeping with the look and feel of the NETDOKTOR.at website based on your customer briefing. This will also include final proofreading.

- Integration into the editorial team's CMS.
- A complementary branding package consisting of various advertising media can be integrated.
- You can freely select which advertising media to link (for example, customer or product website).
- Accompanying native teasers with integrated call to action ('Find out more') link to the sponsored content article and lead traffic to your communication message.
- Includes newsletter integration.
- Feedback implemented in two rounds of revision.

Format	Costs in €	
Sponsored content article – S package (previous CPV = 2.45 €)	media	13,000
	setup	3,750

Media costs: Count towards the annual agreement commitment, not eligible for discount, subject to agency commission (if booked through an agency)
Setup: Does not count towards the annual agreement commitment, not eligible for discount, not subject to agency commission
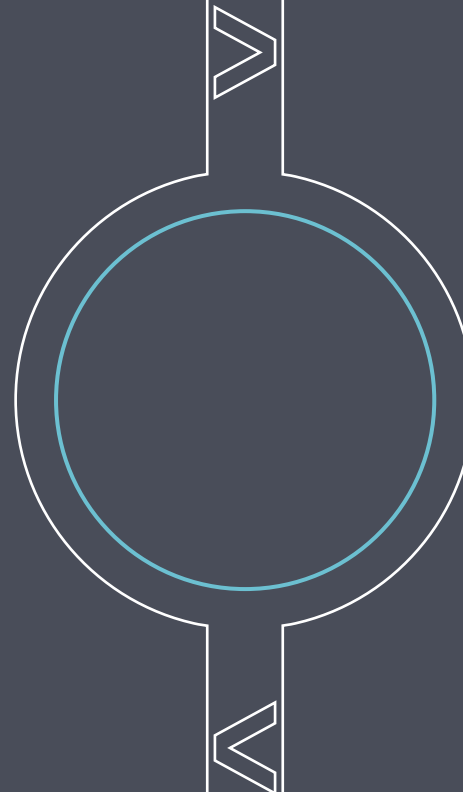
S package term:	guarantee
from three months	10,000 PIs

Gesponsert von: Ihr Logo   Anzeige

Morbus Pompe – Seltene Stoffwechselstörung

Speicherkrankheiten, zu denen auch Morbus Pompe gezählt wird, umfassen mittlerweile mehr als 60 verschiedene Erkrankungen. Erfahren Sie hier mehr zu Morbus Pompe, den Symptomen, Beschwerden und zur Behandlung!

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DELIVERABLES
Sponsored content article

CUSTOMER DELIVERABLES

Native Article:

- Provision of information and image material
- Images in 16:9 format (min. width 1,000 pixels)
- Copyright images
- Brand logo as cropped png
- Definition of required links incl. UTM parameters
- Mandatory texts, if needed for the product

- Image 500 x 500 px (incl. copyright) for Newsletter Teaser
- Image 1.200 x 627 px (incl. copyright) for Native Teaser

AD UNIT RECOMMENDATION

Advertising Material:

- **MCA** 2:1,
  (320 x 150 pixels)
- **Medium rectangle**
  (300 x 250 pixels)
- **Billboard**
  (800 x 250 pixels)
- **Half-page ad** (300 x 600 pixels)
  multiscreen and sticky

- **Minimum placement:** Billboard and MCA 2:1

- If Tracking is desired: UTM parameters

Advertising materials are to be sent to:
bcn.campaigning@burda.com

Prices and technical specifications: https://www.brand-community-network.de/werbeloesungen/digital/preise

BCN.

SCHEDULE
Sponsored content article

Lead time from kick-off call to go-live: four to sixweeks

Booking   **Kick-off/campaign plan**   **Content coordination**   **Go-live**   **Report**

One sponsored content article + native teaser with two rounds of revision
Term: six to eight weeks (content coordination)

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EXPERT INTERVIEW
on NETDOKTOR.at

Spring Offer
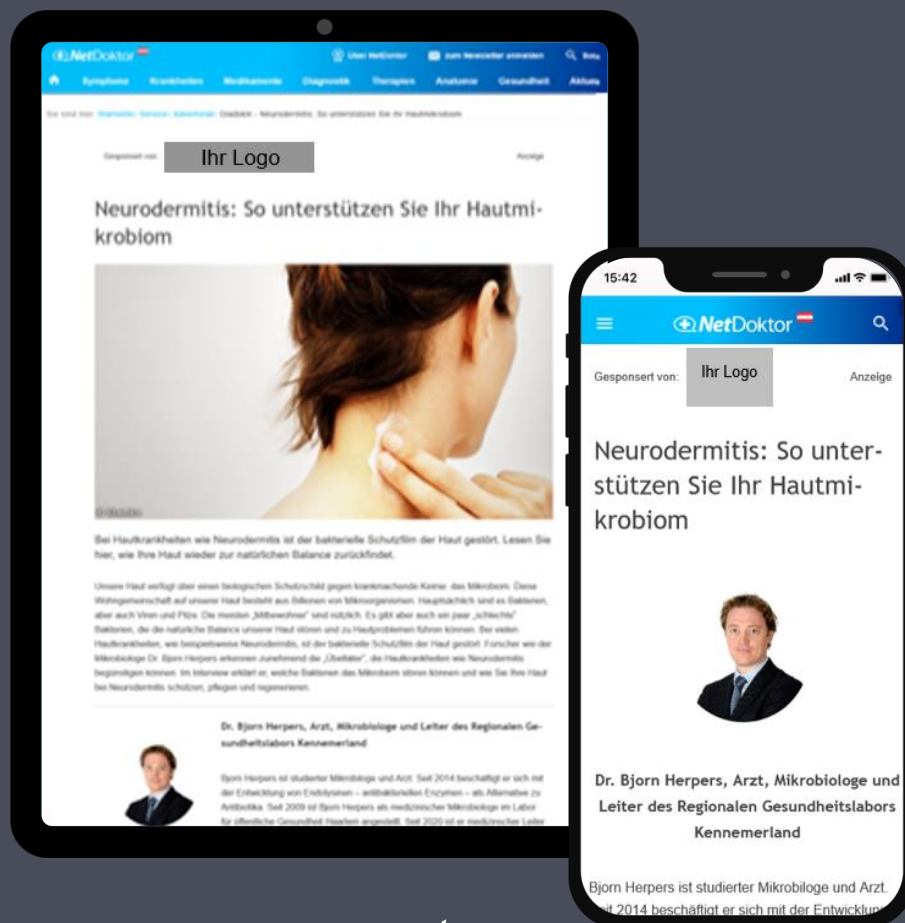
You can choose to have an expert interview published on NETDOKTOR.at. This will see your expert present your topic in the form of an interview and provide our users with valuable tips and recommendations.

The interview is created as a custom sponsored content article and is labelled as an advertisement. You must provide the expert.

The expert interview is conducted by the **NETDOKTOR.at** editorial service team and prepared in keeping with the look, feel and tone of the NetDoktor brand.

- Feedback implemented in two rounds of revision
- Lead time: min. 6–8 weeks
- **A complementary branding package consisting of various advertising media can be integrated.**
- Includes newsletter integration.

Accompanying native teasers with integrated call to action ('Find out more') link to the expert interview and lead traffic to your communication message.

Format	Costs in €	
Expert interview - S package	media	13,000
(previous CPV = 2.45 €)	setup	3,750

Media costs: Count towards the annual agreement commitment, not eligible for discount, subject to agency commission (if booked through an agency)
Setup: Does not count towards the annual agreement commitment, not eligible for discount, not subject to agency commission
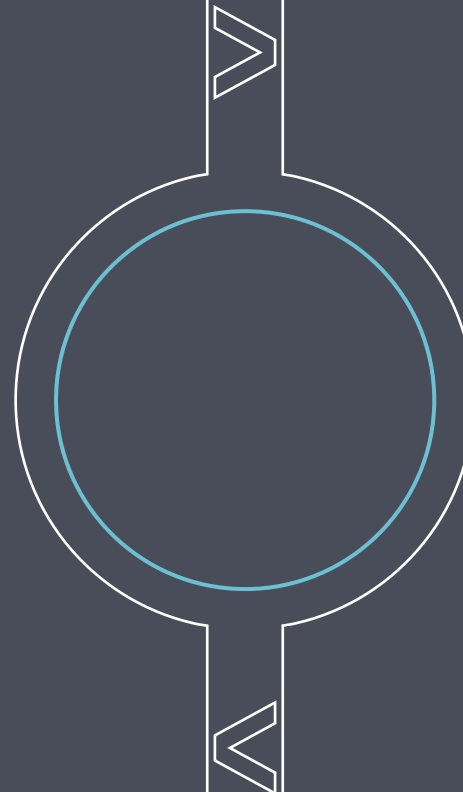
S package term:	guarantee
from three months	10,000 PIs

DELIVERABLES
Sponsored content article

CUSTOMER DELIVERABLES

Native Article:

- Provision of information and image material
- Images in 16:9 format (min. width 1,000 pixels)
- Copyright images
- Brand logo as cropped png
- Definition of required links incl. UTM parameters
- Mandatory texts, if needed for the product

- Image 500 x 500 px (incl. copyright) for Newsletter Teaser
- Image 1.200 x 627 px (incl. copyright) for Native Teaser

AD UNIT RECOMMENDATION

Advertising Material:

- **MCA** 2:1,
  (320 x 150 pixels)
- **Medium rectangle**
  (300 x 250 pixels)
- **Billboard**
  (800 x 250 pixels)
- **Half-page ad** (300 x 600 pixels)
  multiscreen and sticky

- **Minimum placement:** Billboard and MCA 2:1

- If Tracking is desired: UTM parameters

Advertising materials are to be sent to:
**bcn.campaigning@burda.com**

Prices and technical specifications: https://www.brand-community-network.de/werbeloesungen/digital/preise

BCN.

SCHEDULE
Expert interview

Lead time from kick-off call to go-live: four to six weeks

Booking Kick-off/campaign plan Content coordination Go-live Report

One interview with experts carried out by the editorial team + one sponsored content article + native teaser with two rounds of revision
Term: six to eight weeks (content coordination)

BCN.
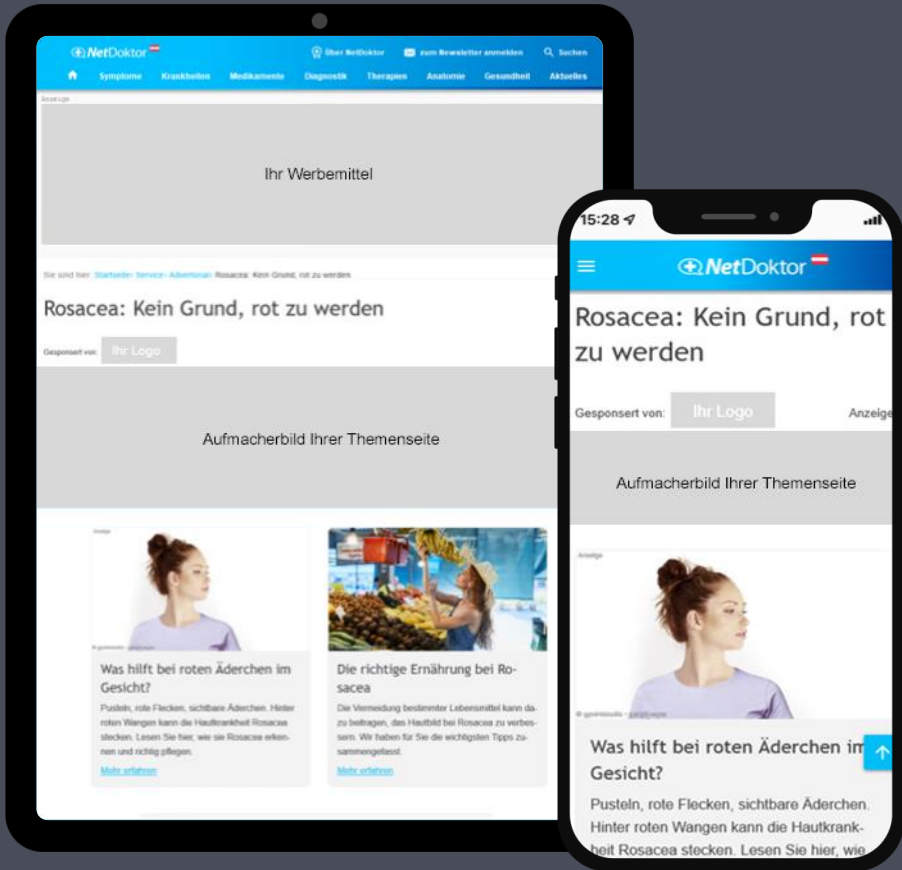
STORYTELLING
Editorial Hub on NETDOKTOR.at

We create an exclusive topic page on NETDOKTOR.at that's all about your topic. The content consists of both native advertising articles and editorials, covering useful topics that all correspond to the user's spectrum of interests.

- Guaranteed visits directly to the editorial branded hub
- Maximum awareness through exclusive ad placement on the branded hub for editorials, as well as on each page of the article (both native and editorial).
- Header on the topic page with integration of the customer logo
- Traffic fed in by teaser
- Labelled as advertisement

Format	Costs in €	
Editorial Hub – Natives Paket M	Media	49,000
Channel + customer logo in header +	Setup	7,000
Two editorials/two sponsored content		
articles + framing ads		
(at least six weeks lead time)		

Media costs: Discount-forming, discount-eligible, AE-eligible (when booked through an agency)
Setup: Not discount-forming and -eligible, not AE-eligible
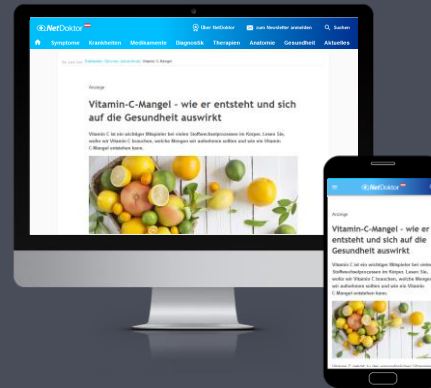Non-binding sample scribbles.

Guarantee	Term
20,000 visits	twelve months

NetDoktor

BCN.

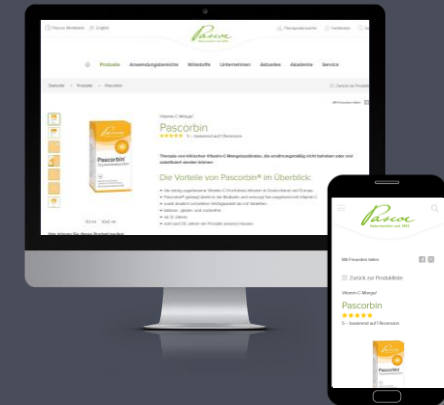# SPONSORED CONTENT ARTICLE TRAFFIC MANAGEMENT

Teaser Ads

- Look & feel, function & content analogous to editorial articles
- "Ad" labeling
- Traffic-feeding teaser

Article Page

- Real content with added value
- Direct "call-to-action" at the end of the featured article
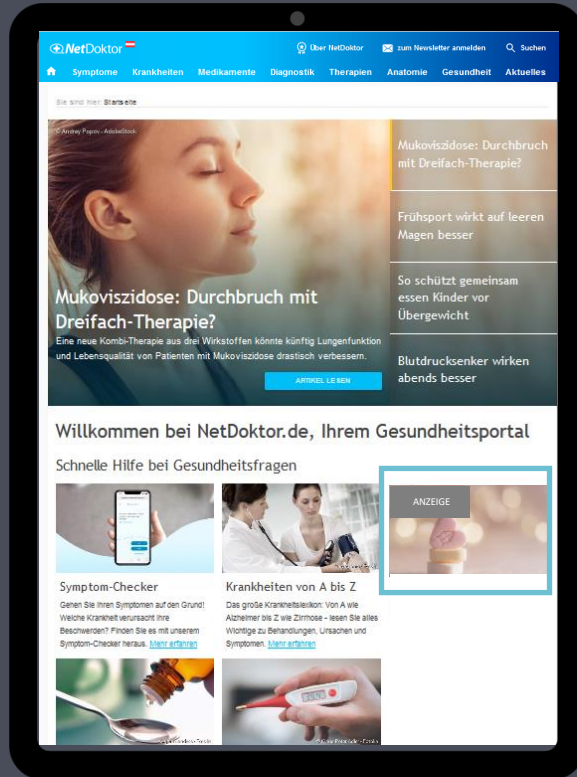- Exclusive placement of the partner's advertising material around the content

Customer Page

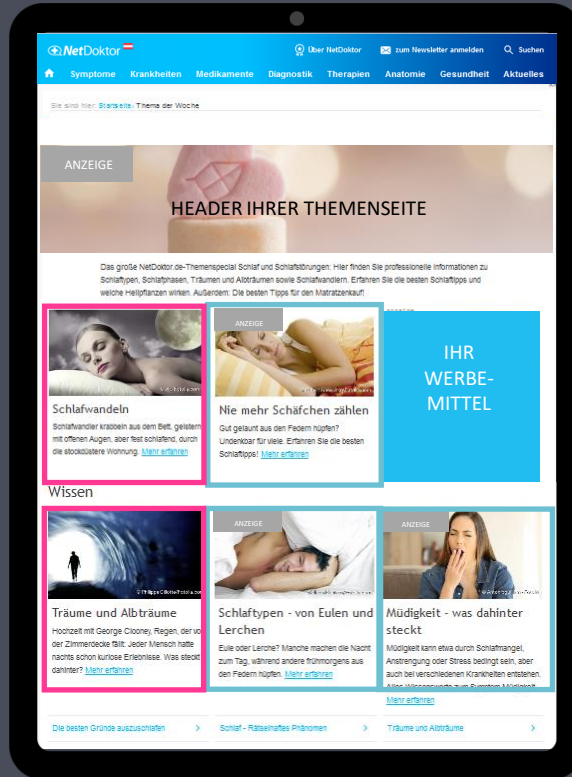- Further information about the product/service, as well as the whole range of the customer

Unverbindliche Beispiel-Scribbles.

EDITORIAL HUB TRAFFIC MANAGEMENT

NATIVE ARTICLE

EDITORIAL ARTICLE

HOMEPAGE
Teaser package on NETDOKTOR.at refers to the Editorial Hub

EDITORIAL HUB
with your header consisting of **native customer content** and **editorial aricles**

NATIVE ARTICLES + **EDITORIAL ARTICLES**
all about your topic + exclusive placement of your advertisement within the article pages

Non-binding sample scribbles.

PROCESS AND PACKAGE OVERVIEW

Editorial hub – Native Package M

Lead time from kick-off call to go-live: six to eight weeks

Booking   **Kick-off/campaign plan**   **Content coordination**   **Go-live**   **Report**

- At least six weeks before go-live: determination of the topic of focus with the customer + customer provides input
- Approx. four to six weeks before go-live: Creation of native articles and teasers with max. two rounds of revision
- Approx. two weeks before go-live: Delivery of display advertisment by costumer
- Approx. one week before go-live: Final approval of the native articles and teasers given by the customer

Channel + customer logo in the header + two editorials/two sponsored content articles + framing ads

Guarantee: 20,000 visits

Term: Twelve months
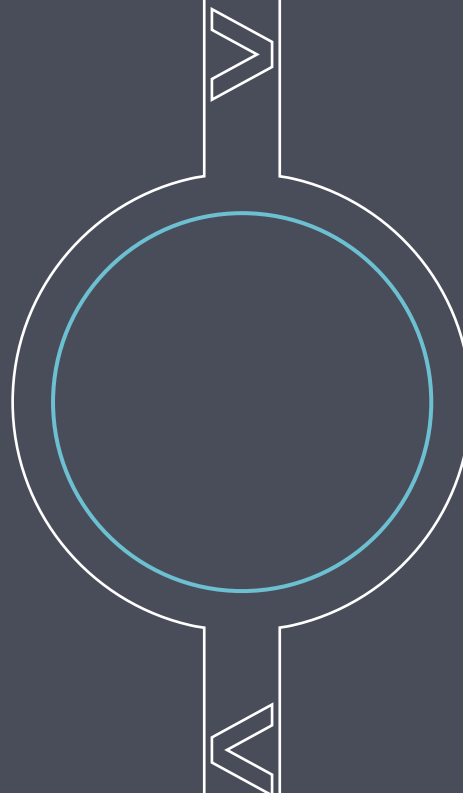
BCN.

DELIVERABLES
Editorial Hub

CUSTOMER DELIVERABLES

Editorial Branded Hub:
- Provision of information and image material (incl. copyright text) for Sponsored Content Articles
- Brand logo as cropped png
- Header image (1.024 x 250 px)
- Definition of required links (call-to-action link) incl. UTM parameters
- Images in 16:9 format (min. width 1,000 pixels)
- Mandatory texts, if needed for the product

- Image 500 x 500 px (incl. copyright) for Newsletter Teaser
- Image 1.200 x 627 px (incl. copyright) for Native Teaser

AD UNIT RECOMMENDATION

Advertising Material:

- **MCA** 2:1,
  (320 x 150 pixels)
- **Medium rectangle**
  (300 x 250 pixels)
- **Billboard**
  (800 x 250 pixels)
- **Half-page ad** (300 x 600 pixels)
  multiscreen and sticky

- **Minimum placement:** Billboard and MCA 2:1

- If Tracking is desired: UTM parameters

Advertising materials are to be sent to:
bcn.campaigning@burda.com

SOCIAL CARDS
Increase your reach on a secure platform

Social cards enable you to use existing organic posts on social media as digital ads on the reputable platform of NETDOKTOR.at.

- Natively integrate ad formats, photos, videos, text posts and URL posts from Facebook, Instagram and Twitter
- Can be booked on mobile devices
- No production necessary

Benefits:

- Your social media posts appear on a contextually appropriate platform of a trusted media brand
- Push your social posts on a branding-rich platform and benefit from greater awareness
- Reach a new audience beyond the social media platform and gain new followers

Term	Format	Costs in €
Conditional on volume	**Delivered in rotation on NETDOKTOR.at**	Gross CPM: €85

Facebook and Instagram ad formats can be used
Can be posted on Twitter

NetDoktor

BCN.

DELIVERABLES
Social cards

CUSTOMER DELIVERABLES

Existing Facebook or Instagram posts can be displayed on NETDOKTOR.at.

Elements:

- URL of the social media posts
- Info on the supported post types
- Target URL
(if the desired target URL is not identical with the post URL)
- URL parameter (seamlessly appended to the URL in the browser)

  Example: ?atf_url_targeting&atf=socialcard_view

More info:

https://adtechfactory.atlassian.net/wiki/spaces/TSFW/pages/817431046/Social+Cards

Advertising materials are to be sent to:
bcn.campaigning@burda.com

Prices and technical specifications: https://www.brand-community-network.de/werbeloesungen/digital/preise

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TEASER – NEWSLETTER
Dedicated topic

Exclusive integration (teaser) into the **dedicated newsletter**, specifically tailored to a thematic focus:

- Labelled as advertisement
- Feedback implemented in a round of revision, approval must be received seven days before distribution
- Link: to customer website or topic-based targeting
- Call to action: the word 'more' is hyperlinked

We integrate your message on an individual basis, whether as a combination of text and image, a purely textual integration or an integration with a banner. Multiple components can be combined within the scope of the package.
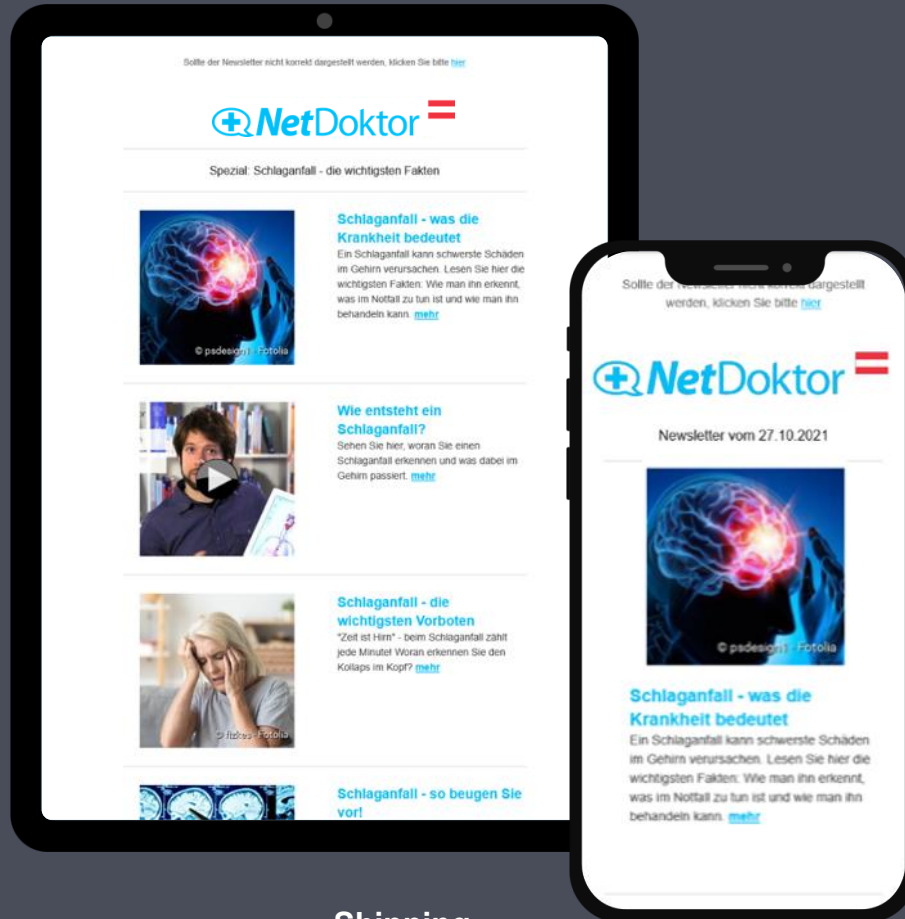
Shipping
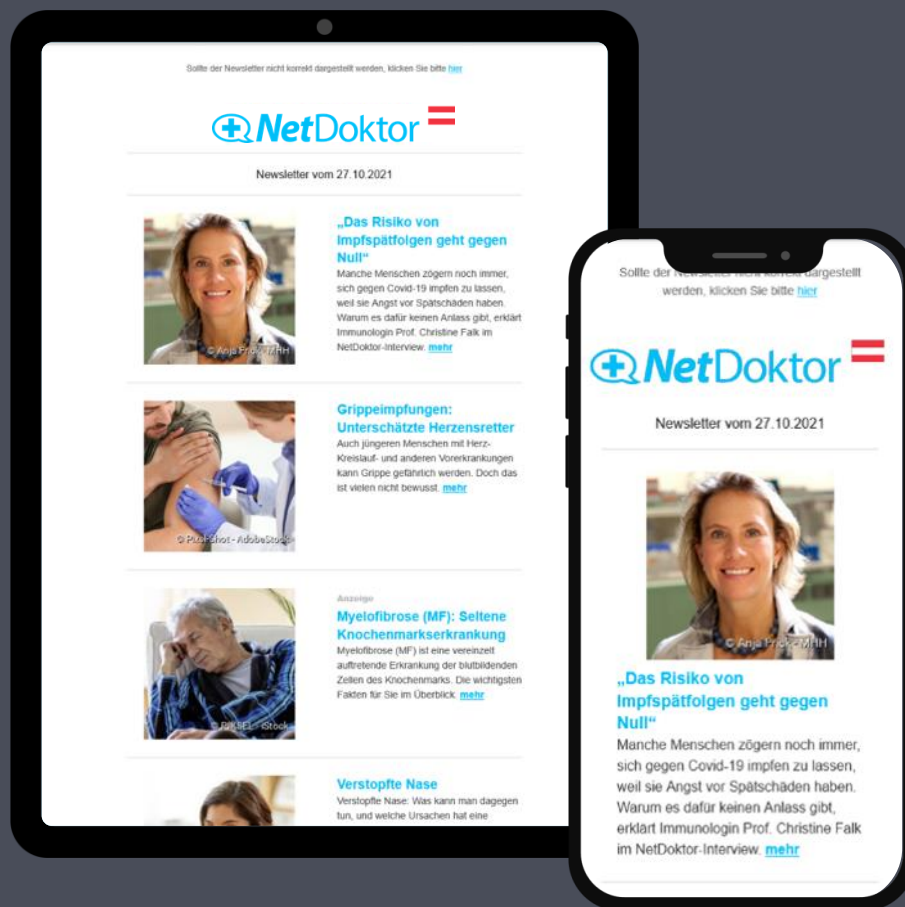
Every Thursday

Format		Costs in €
Info must be provided by: up to 14 days before shipping	media	3,500
	setup	350

Media costs: Only subject to agency commission (if booked through an agency).
Setup: Does not count towards the annual agreement commitment, not eligible for discount, not subject to agency commission

BCN.

TEASER – NEWSLETTER
Mixed-topic

Exclusive integration (teaser) into the **mixed topic newsletter**:

- Labelled as advertisement
- Feedback implemented in a round of revision, approval must be received seven days before distribution
- Link: to customer website
- Call to action: the word 'more' is hyperlinked

We integrate your message on an individual basis, whether as a combination of text and image, a purely textual integration or an integration with a banner. Multiple components can be combined within the scope of the package.

Format	Costs in €	
Info must be provided by: up to 14 days before shipping	media	800
	setup	350

Media costs: Only subject to agency commission (if booked through an agency).
Setup: Does not count towards the annual agreement commitment, not eligible for discount, not subject to agency commission

Shipping

Every Thursday

DELIVERABLES
newsletter

CUSTOMER DELIVERABLES

Title: max. 50 characters (incl. spaces)
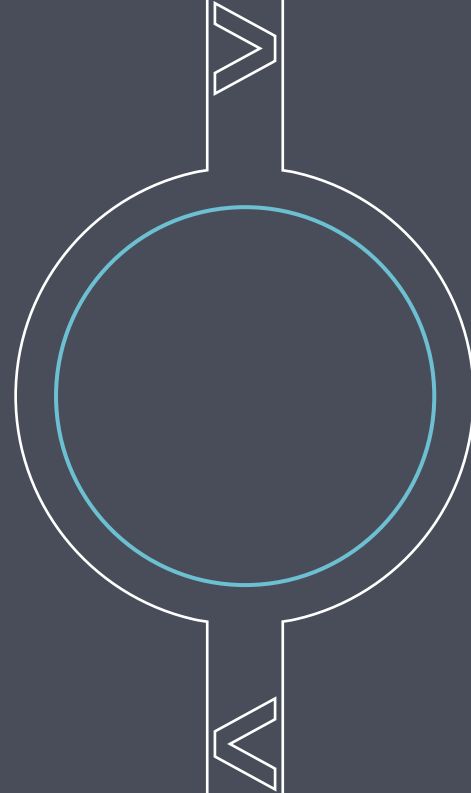
Text: max. 150 characters (incl. spaces)

Image: 500 x 500 pixels

Banner:
- Desktop: 600 x 155 pixels
- Mobile: 190 x 110 pixels

File size: n/a

Advertising materials are to be sent to:
bcn.campaigning@burda.com

Prices and technical specifications: https://www.brand-community-network.de/werbeloesungen/digital/preise

ROS CAMPAIGN
on NETDOKTOR.de

For **ROS campaigns NETDOKTOR.at,** we offer freely selectable advertising media with the following targeting options:

- Targeting based on NETDOKTOR channels (for example, symptoms, diseases, medicines, diagnostics, treatments and so on)
- Targeting based on topic clusters (for example, women's health, skin, bones)
- Geo targeting (possible for regions in Austria)

The advertisement links to the customer or product website. Please refer to the BCN rate card for the specifications of the advertising media.

Format	Costs in €	
Minimum booking volume	media	4,000
Standard targeting: Two criteria	Surcharge on gross CPM	5
Premium targeting: more than two criteria	Surcharge on gross CPM	15

Media costs: Count towards the annual agreement commitment, not eligible for discount, subject to agency commission (if booked through an agency)

You can find the specs for all advertising media at:
https://www.brand-community-network.de/werbeloesungen/digital/preise