

PREISLISTE – DIGITAL MEDIA

Buchungsmöglichkeiten und Preise 2025



WERBEFORM		SETUP FEE	CPM	
			nebenan.de Run of Site (RoS)	+ Connected Audience Run of Network (RoN)
NATIVE AD	Sponsored Post		15,00 €	10,00 €
	Video Native Ad		25,00 €	20,00 €
	Carousel Ad		20,00 €	-
	Hood Poll Ad		25,00 €	-
DISPLAY AD	Medium Rectangle		40,00 €	20,00 €
	Halfpage Ad		75,00 €	35,00 €
	Drive-to Store Medium Rectangle		55,00 €	35,00 €
	Drive-to Store Halfpage Ad		90,00 €	50,00 €
	Rich Media Medium Rectangle		55,00 €	35,00 €
	Rich Media Halfpage Ad		90,00 €	50,00 €
ADD-ON	Targeting (Geo, Alter, Interesse, uvm.)		5,00 €	5,00 €
	Werbemittelerstellung	250 €		
NEWSLETTER	B2C Newsletter Integrated	1.000 €	20,00 €	-
	B2C Newsletter Standalone	1.800 €	35,00 €	-
	B2C Newsletter Commercial (Nachbarschaftsdeal)	1.000 €	60,00 €	-
	B2B Newsletter Integrated	1.000 €	50,00 €	-
	B2B Newsletter Standalone	1.800 €	50,00 €	-
NATIVE CONTENT	Advertorial Classic	1.260 €		
	Advertorial Advanced	3.250 €		
	Advertorial Premium	5.400 €		
	Branded Hub Classic (inkl. 3 Advertorials)	5.400 €		
	Branded Hub Advanced (inkl. 6 Advertorials)	9.900 €		
	Branded Hub Premium (inkl. 9 Advertorials)	14.900 €		
	Microsite Classic	1.260 €		
	Microsite Advanced	5.400 €		
	Microsite Premium	9.000 €		
SONDERFORMAT			PRO WOCHE	4 WOCHEN
HOOD SPONSORING	Hood Sponsoring National		150.000 €	450.000 €
	Hood Sponsoring Regional bis 500.000 Einwohner:innen		-	4.000 €
	Hood Sponsoring Regional über 500.000 Einwohner:innen		7.900 €	23.700 €

Stand: September 2025

Es gelten unsere **Allgemeinen Geschäftsbedingungen**