



Rate card 2022

www.geotargads.com



Geotargads makes it possible to advertise on phones and tablets at the spots you wish to reach your target.

Rates

- CPM (= per 1000 ad impressions) CHF 50
- setup-fee * CHF 500
(* per campaign and country)

Discounts

CHF 10'000-20'000	2%
CHF 20'001-50'000	5%
CHF 50'001-75'000	7%
CHF 75'001-150'000	10%
CHF 150'001 or above	12%

Calculation example

Calculation of 2 m ad impressions

Ad impressions (2000 x 45)	CHF 75'000
+ setup-fee	CHF 550
Sub-total	CHF 75'500
./ 10% discount	CHF - 7'550
Net total campaign	CHF 67'950

Media-agencies/brokers

commission for agents/brokers: 10%

Terms

100% advance payment. You receive an invoice.

Not used ad impressions can be assigned once to a next project of the same client without costs within 12 month since the date of booking. Not used ad impressions will expire 12 months after booking. No refunds.

Lead time

Approx. 10 working days after artwork and payment.

Define locations

You know where your target audience resides. These are precisely the locations to be selected by you.

Your individual list of locations should contain:

- Name of the location, radius
- Street name, house number, postcode, city, country
- Longitude, latitude (of the center points)

Artworks

Your ads will be shown on smart phones and tablets. When a user clicks on your ad, he/she will be forwarded to your website/landing page.

Please provide linking URL beginning with "https://"

Sizes of your artwork:

- 320 x 50 pixel x-large mobile leaderboard
- 320 x 480 pixel interstitial (full screen)
- 728 x 90 pixel leaderboard
- 300 x 250 pixel medium rectangle

Please do respect IAB guidelines. Max. file size 40 KB.

Native Ads

Please provide these elements for native ads:

- Title (25 chars.)
- Text (90 chars.)
- Button-Text (15 chars.)
- Sponsored by (30 chars.)
- Icon (200x200px)
- Main picture (1200x627px)

Reporting & statistics

You will receive a report at the end of your campaign showing you these numbers for each week:

- number of ad impressions,
- number of clicks,
- CTR.

If you wish to receive a report for each of your locations, please setup a campaign for each location.

Contact

Phone +41-71-244 10 10



Order form

We would like to make a Geotargads booking. We have read, understood and agree to the terms of Geotargads. This is a binding order:

Name of project:

A. Starting date

C. Volume (ad impressions)

- 45'000 [(45x50) + 500] CHF 2'750
- 80'000 [(80x50) + 500] CHF 4'500
- 125'000 [(125x50) + 500] CHF 6'750
- 150'000 [(150x50) + 500] CHF 7'500
- 250'000 [(250x50) + 500] -2% CHF 12'740
- 500'000 [(500x50) + 500] -5% CHF 24'225

Purchaser:

B. Ending date

- 1 Mio [(1000x50) + 500] -7% CHF 46'965
- 2 Mio [(2000x50) + 500] -10% CHF 90'450
- 5 Mio [(5000x50) + 500] -10% CHF 225'450

Individual volume
 _____ x 50/000 + 500 - ___% CHF _____

D. Locations individual location file, # _____ of locations, excel-file by attachment.

#	Location	Address	Postcode/Place	Country
1				
2				
3				
4				
5				
6				

E. Artwork

Please send your artwork to

info@geotargads.com

F. Linking-URL

Where your banners should be linking to

https://_____

G. Signature & place and date:

H. Send to:

info@go-uni.com or by fax to +41-71-244 14 14