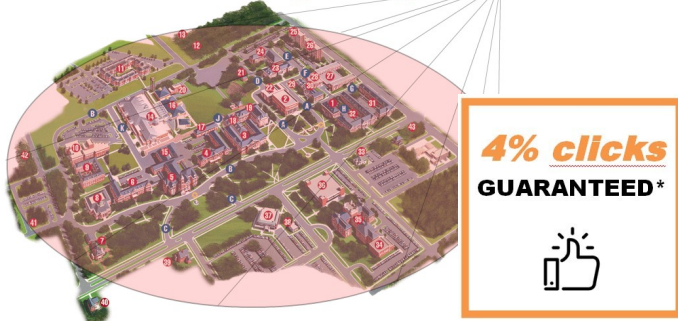




# Rate card 2024/25

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](mailto: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