INVENTORIES, FORMATS AND DEAL OPTIONS

Programmatic Advertising
2021
Programmatic buying models for all brands

**Programmatic Guaranteed**
- 1 publisher and 1 buyer
- Pre-agreed fixed rate (CPM)
- Guaranteed volume
- NEW
- Guaranteed volume via Google Ad Manager

**Preferred Deal**
- 1 publisher and 1 buyer
- Pre-agreed fixed rate (CPM)
- No guaranteed volume

**Private Auction**
- 1 publisher and selected buyers
- Pre-agreed rate (CPM)
- 2nd- or 1st-price auction / auction model with a minimum price

**Open Auction**
- Several publishers and all buyers
- Open auction procedure with standard auction (floor-price auction)
100% Programmatic! We are tearing down walls.

Old world

High ad serving priority

AdServer

- Kampagne 1
- Kampagne 2
- Kampagne 3
- Kampagne 4

SSP Inventar / Programmatic verkauft Kampagnen

- Kampagne 5
- Kampagne 6
- Kampagne 7
- Kampagne 8

Low ad serving priority

New world

SSP

AdServer

- Kampagne 1
- Kampagne 2
- Kampagne 3
- Kampagne 4
- Kampagne 5
- Kampagne 6
- Kampagne 7
- Kampagne 8

Addressing preferred target audiences with no coverage waste

Quality is our promise

- With programmatic advertising SPIEGEL MEDIA has created a buying channel which is in no way inferior to directly booked campaigns.
- By using the Yieldprobe technology, for the first time, each impression and each user will also be available for programmatic advertising.
- In the past publishers only offered specific inventory packages or positions of low priority. There used to be a significant difference in quality between programmatic and direct sales campaigns.
- This wall of differences in quality no longer exists at SPIEGEL MEDIA!
Inventory availability through an established SSP setup

- **Desktop**
  - Yieldlab
  - Google Ad Manager
  - OpenX

- **Mobile**
  - Yieldlab
  - Google Ad Manager
  - OpenX

- **In-Stream**
  - smartclip

- **Out-Stream**
  - Teads.tv

**NEW**
Now compatible with VAST 4.0
Programmatic Advertising

High-quality special programmatic ad formats...

Dynamic Sidebar

Fuse Ad

Parallax Ad Mobile
... and other programmatic standard formats

**Desktop**
- Billboard (970x250 / 800x250)
- Sticky Halfpage Ad (300x600)
- Leaderboard (728x90)
- Skyscraper (120x600 / 160x600)
- Medium Rectangle (300x250)
- Wallpaper (728x90 + 160x600)

**Mobile**
- Mobile Medium Rectangle (300x250)
- Mobile MPU (1:1)
- Mobile MPU (2:1)
- Mobile MPU (4:1)
- Mobile MPU (6:1)
- Mobile Interstitial (320x480)

**Video**
- In-stream
  - pre-roll (up to 30s)
  - mid-roll (up to 30s)
  - post-roll (up to 30s)
- Out-stream (in-read)
PROGRAMMATIC ADVERTISING

Inventory access to plan Programmatic Advertising

**PRIORiTY A**
Premium Programmatic
- Programmatic Guaranteed
- Programmatic Preferred

**PRIORiTY B**
Programmatic Reach
- Targeted Reach
- Channel Reach
- Performance Reach
**Inventory access to plan Programmatic Advertising**

**Premium Programmatic**
- Directly agreed media conditions
- Guaranteed rates & conditions and inventories
- Same ad server priority as other direct sales

- “One seller / one buyer relationship”
- Pre-agreed fixed rates
- No guaranteed inventory
- Higher ad server priority than the open and/or private auctions

**Programmatic Reach**
- Inventory is sold to selected buyers; pricing through auction (private auction)
- Pre-targeted deals; targeted at “character groups”
- Fully transparent ad serving

- Inventory is sold to selected buyers; pricing through auction (private auction)
- Served in run-of-channel
- Fully transparent ad serving

- Inventory is sold to selected buyers; pricing through auction (private auction)
- Served in run-of-site
- Semi-transparent ad serving
Comprehensive pre-targeting options

- **Recreation**
  Entertainment, films, sports, travel, music, gaming, literature, ...

- **Geo**
  Germany, Switzerland, Austria, Luxemburg

- **Education**
  School-leaving qualification, training, university, no school-leaving qualification

- **Age**
  Various age groups

- **Status**
  Students, trainees, pupils, heads of the household, pensioners, ...

- **Gender**
  Male, female

- **Household net income**
  Various income groups

- **Occupation**
  Working, seeking work, employed, self-employed, ...
## Programmatic options at a glance

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<tr>
<th>Deal options</th>
<th>Programmatic Guaranteed</th>
<th>Programmatic Preferred</th>
<th>Targeted Reach</th>
<th>Channel Reach</th>
<th>Performance Reach</th>
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| Prioritised inventory access | ✓                      | ✓                      | ✓              |              |                   |

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* on request also as a Preferred Deal with a fixed CPM
Conclusion: Why Programmatic with us?

100% brand safety
Ads are only served on SPIEGEL MEDIA inventory

100% individual
Ideal deal setup to match individual media objectives

100% expert knowledge
Team of experts with long-standing experience

100% quality
Consistent inventory quality, regardless of the processing method

100% service
Continuous deal optimisation through personal contacts

100% fair
All discounts obtained through direct bookings are considered

100% brand strength
Ads can be served on all SPIEGEL MEDIA brands

SPIEGEL MEDIA

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