

Sky Media Ratecard 2024



Video

Total Network

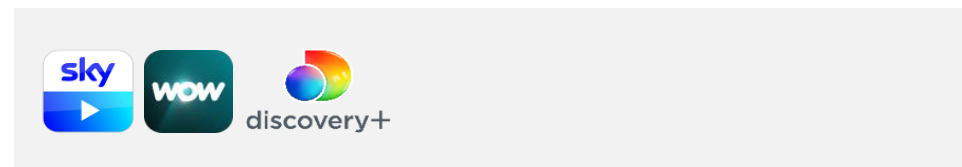
Ad format	Length*	CPM in €
Video ad / Sponsoring	up to 30 "	110
Bumper ad	up to 6 "	90

Premium Network

Ad format	Length	CPM in €
Premium video ad / Premium sponsoring	up to 30 "	135
Premium bumper ad	up to 6 "	115

Additional Services

Ad format	CPM surcharge in €
Channel or site	10
Brand	20
AdSmart targeting	45
Geo targeting, time, device	10
Ad special	on request



Channel	Sports or Entertainment
Site	Small or big screen resp. single platform
Brand	Sport type or competition / Entertainment genre or series
AdSmart	Individual targeting, only Sky Q, Sky Go
More Specials	Individual rotation, number of moitves > 5, spot length > 30 "

*Sponsoring 7-10 ", sponsoring in-match / In-race clips 5-7 "

FC: standard of 1/15min. at Sky Q/Sky Go/WOW; individual FC possible.

Display skysport.de

Desktop		
Ad format	Size	CPM Channel in €
Billboard	(970x250)	80
Halfpage ad	(300x600)	65
Premium ad bundle (BB, HPA)		70
Medium rectangle	(300x250)	55
Superbanner	(728x90)	45
Skyscraper	(160x600)	45
Ad bundle (SB, MRT, SKY)		50
Sponsorship logo	(120x60)	15
Run of brand: e.g. bookings in a specify setting as "Bundesliga"		+5

MEW		
Ad format	Size	CPM Channel in €
Mobile content ad 2:1	(320x150, 300x150)	65
Mobile content ad 4:1	(320x75, 300x75)	55
Mobile content ad 6:1	(320x50, 300x50)	45
Mobile medium rectangle	(300x250)	75
Mobile halfpage ad	(300x600)	75
Mobile interstitial (in app only)	(320x416)	85
Mobile sponsorship logo	(88x31)	15
Run of brand: e.g. bookings in a specify setting as "Bundesliga"		+5

Social Media



Instagram Post

Channel	Gross fixed price discounts /AE Prov. may apply
Sky Sport DE	10.000
Sky Sport Premier League	4.000
Sky Sport Formel 1	8.000
Sky Sport Transfer Update	6.000
Sky Sport Women	2.000



Facebook

Channel	Gross fixed price discounts /AE Prov. may apply
Sky Sport DE	8.000
Sky Sport News HD	4.000
Sky Sport Formel 1	2.000



Instagram Story

Channel	Gross fixed price discounts /AE Prov. may apply
Sky Sport DE	6.000
Sky Sport Premier League	2.000
Sky Sport Formel 1	4.000
Sky Sport Transfer Update	4.000
Sky Sport Women	2.000



Tik Tok Video-Sponsoring

Channel	Gross fixed price discounts /AE Prov. may apply
Sky Sport DE	8.000
Sky Sport Formel 1	6.000
Sky Sport MotoGP	2.000

Prices

All prices do not include statutory value added tax and are AE compatible.

Misprints and charges reserved.

Prices valid from 01 January to 31 December 2024. We reserve the right to make adjustments during the year.

Discounts

Technical and graphic services and explicitly excluded offers are not eligible for discount.

Minimum Volume

A minimum volume of EUR 2,500 (MN2) applies for digital bookings.

Creatives & Delivery

Creatives must be delivered in accordance with the guidelines of the OVK (standard advertising media) and with a lead time of at least 4 working days before the start of the campaign (max. 5 creatives); creatives deviating from the standard must be delivered at least 5 working days before the start of the campaign.

Please make sure that any tracking is both secure and non-secure.

For social media integrations, the documents and creatives/ad materials must be delivered to SMNads@sky.de at least 5 working days before the campaign starts.

Delivery under consideration of the respectively valid dimensions and technical specifications .

Delivery works best via www.wetransfer.com (Mail: SMNads@sky.de).

General Conditions

The general terms & conditions of Sky Media GmbH apply in their currently valid version (www.skymedia.de).