

Preise 2027

Digital Audio Unlimited by RMS

Platzierung	Werbemittel	Brutto TKP
Digital Audio Unlimited by RMS	Pre-Stream Audio Ad	60,00 EUR
Digital Audio Unlimited by RMS	In-Stream Audio Ad	50,00 EUR
Digital Audio Unlimited by RMS	Pre- & In-Stream Audio Ad Bundle	55,00 EUR
Digital Audio Podcast by RMS	Podcast (Pre-, In- & Post-Stream Audio Ads)	65,00 EUR
Digital Audio Content Spot by RMS	Content Spot	60,00 EUR
Digital Audio Dynamic Creative by RMS	Dynamic Creative	75,00 EUR
Digital Audio Unlimited by RMS	Pre-Stream Audio Ad & Companion Banner	75,00 EUR
Digital Audio Shake me by RMS	Shake Me!	75,00 EUR
Digital Audio InGame by RMS	In-Game	75,00 EUR
Digital Audio Text to Speech by RMS	Text to-Speech	60,00 EUR

Targeting		
Segmente	Kategorie	Aufschlag
Segment 1	Geo, Wetter, Device, Soziodemografie, Verhalten, Interessen, Stream-Selektion/Genre, IAB Kategorien, InCar, Smart Speaker*	15,00 EUR
Segment 2	Audio Pixel**	15,00 EUR

* max. drei Segmente aufschlagpflichtig

** immer aufschlagpflichtig (auch, wenn bereits drei Kategorien aus Segment 1 gebucht wurden)



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RMS
DER AUDIOVERMARKTER