

RMS DIGITAL AUDIO Preisliste 2025 (gültig ab 01.01.2025)

Format	Brutto TKP
Pre-Stream Audio Ad	60,0
In-Stream Audio Ad	50,0
Pre- & In-Stream Audio Ad Bundle	55,0
Podcast (Pre-, In- & Post-Stream Audio Ads)	65,0
Content Spot	60,0
Dynamic Creative	75,0
Dynamic Podcast	90,0
PreStream Audio Ad & Companion Banner	75,0
Shake Me!	75,0
InGame	95,0
Text to Speech	60,0

Segment	Targeting	Brutto-Aufschlag je Segment*
Segment 1	Soziodemografie, Verhalten, Interessen, Geo, Device, Stream-Selektion/Genre, Wetter, Audio Pixel; IAB Kategorien	15 €
Segment 2	Smart Speaker	25 €

*max. drei Segmente