



## RMS DIGITAL AUDIO Preisliste 2025

(gültig ab 01.01.2025)

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

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. 3 Targetings aufschlagpflichtig