

Preisliste 2025 Nau.ch News

Desktop

Werbeformate	Grösse	Run of Site	Front/Channel/Regional
Leaderboard	728x90	CHF 40	CHF 50
Medium Rectangle	300x250	CHF 40	CHF 50
Wide Skyscraper	160x600	CHF 40	CHF 50
Wideboard	994x250	CHF 40	CHF 50
Halfpage Ad	300x600	CHF 50	CHF 60
Sitebar Ad	500x1000	CHF 60	CHF 70
Videohead	Spezialformat	CHF 70	CHF 80
Imagehead	Spezialformat	CHF 70	CHF 80
Double Sitebar Ad	Spezialformat	CHF 70	CHF 80
Midscroll Ad	Spezialformat	CHF 80	CHF 90
Panorama Midscroll / Midbreak Ad	Spezialformat	CHF 80	CHF 90
Welcome Ad	Spezialformat	CHF 100	CHF 110
Branding Ad / Video Wall	Spezialformat	CHF 100	CHF 110

Mobile

Werbeformate	Grösse	Run of Site	Front/Channel/Regional
Mobile Rectangle	300x250	CHF 40	CHF 50
Mobile Wideboard	320x160	CHF 40	CHF 50
Mobile Richie Ad	320x416	CHF 50	CHF 60
Mobile Halfpage Ad	300x600	CHF 50	CHF 60
Videohead	Spezialformat	CHF 70	CHF 80
Imagehead	Spezialformat	CHF 70	CHF 80
Midscroll / Midbreak Ad / Experience Ad	Spezialformat	CHF 80	CHF 90
Welcome Ad	Spezialformat	CHF 100	CHF 110

Desktop & Mobile

Werbeformate	Grösse	Run of Site	Front/Channel/Regional
Ad Bundle (Halfpage Ad, Wideboard und Rectangle)	300x600, 994x250, 300x250	CHF 50	CHF 60

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Video

Werbeformate	Grösse	Run of Site
Pre-Roll / Post-Roll	max. 30 Sek.	CHF 70

Branding Specials

Werbeformate	Grösse	Front Netto
Branding Day Front	Spezialformat	CHF 33'000
Site Page Takeover	Spezialformat	CHF 60'000

Content Advertising

Werbeformate	Front Teaser Impresions	Front	Preis
Sponsored Native Story	600'000 (indikativ)	72 Stunden	CHF 13.000
Paid Post	1'000'000	1 Woche	CHF 9.000
Content Teaser Ad	600'000	72 Stunden	CHF 10.000

Rabatte & Konditionen Nau.ch News

Rabattstufe	Rabatt
ab 10'000.-	10%
ab 20'000.-	15%
ab 30'000.--	20%
ab 50'000.-	30%
ab 70'000.-	40%
ab 100'000.-	50%

Spezialrabatte (nicht kummulierbar)	Rabatt
Politik	20%
Kultur&Veranstaltungen	30%
NGO/NPO (ZEWO-Zertifiziert)	50%

Standardformate: Mindestbuchungsvolumen Netto CHF 2'000.-

Grossformate: Mindestbuchungsvolumen Netto CHF 10'000 (Welcome Ad, Midbreak-Experience Ad, Branding, Videowall)