Pricelist Online Advertising Italy 2014

Rates effective since 1st January 2014 [CPM in €/gross]
All rates are gross and subject to the company's Terms & Conditions. Agency commission available. | Surcharge for frequency capping on request
Legend: RoN = Run of Network (incl. dooyoo.it, choozen.it, pikengo.it, pagineprezzi.it) | RoS = Run of Site

					Ciao.it		RoN*		Choozen.it		Pikengo.it		Pagineprezzi.it		dooyoo.it	
	Creative	Size (Pixel)	Weight (KB)	Possible formats	€ RoS	€ Channel	€ RoS	€ Channel	€ RoS	€ Channel	€ RoS	€ Channel	€ RoS	€ Channel	€ RoS	€ Channel
Online	Leaderboard	728x90	100	GIF | JPG | Flash	10	15	6	8	7	9	7	9	9	10	30	35
	Skyscraper	120x600	100	GIF | JPG | Flash	11	15	7	8	9	11	9	11	10	12	30	35
	Medium Rectangle | MPU	300x250	100	GIF | JPG | Flash	12	14	7	9	6	7	6	7	8	9	30	35
	Ad Bundle [Leaderboard + Skyscraper + Medium Rectangle]	728x90 + 160x600 + 300x250	100 + 100 + 100	GIF | JPG | Flash	9	10	7	8	7	8	7	8	7	8	8	9
	Banderole Ad	770x250	100	GIF | JPG | Flash	35	40	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
	Billboard	900x250	100	GIF | JPG | Flash	18	20	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
	Halfpage Ad	300x600	100	GIF | JPG | Flash	20	22	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Mobile	Billboard 6:1	300x50	30	GIF | JPG | Flash	8	10	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
	Billboard 4:1	300x75	30	GIF | JPG | Flash	9	11	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A