













coliquio media pricing and technical specifications

Platforms: coliquio.de / medscape.com / medscape.de / univadis.com / univadis.de							Technical specifications (all ad sizes needed)			
Media solution	Target group	Playout desktop/ mobile	Before/ after login*	Processing time	Pricing	Guarantees	Accepted file formats	Leaderboard- desktop – 300 KB	MPU-desktop/ mobile Web – 300 KB	Mobile Web/App – 100 KB
Specialty Media	physicians	 	after login	within 10 business days from banner delivery	CPM: 80 – 123 €	Guaranteed impressions	HTML5/GIF/JPG/PNG (Static/animated): Only URLs, no documents to be linked	728 x 90	300 x 250	300 x 50 or/and 320 x 50
Content Consumption	physicians (behavioral targeting)	 	after login		CPM: 150 – 288 €	Guaranteed impressions				
Extend	physicians	 	open web		CPM: 36 – 66 €	Guaranteed impressions				
Extend Congress					CPM: 100 €					
Condition Roadblock	physicians	 	after login		from 25,000 € (DE) / 50,000 € (DACH)	Guaranteed impressions				
Native Connect	physicians	 	after login		CPC: 40 – 42 €	Guaranteed clicks	Text ads, more details upon request			
Brand Alert	physicians	 	after login	approx. 2 months lead time	from 18,400 € (including follow-up email)	Guaranteed views	Layer ads, more details upon request			