

# 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	approx. 2 months lead time	CPC: 40 – 42 €	Guaranteed clicks	Text ads, more details upon request						
Brand Alert	physicians		after login		from 18,400 € (including follow-up email)	Guaranteed views	Layer ads, more details upon request						