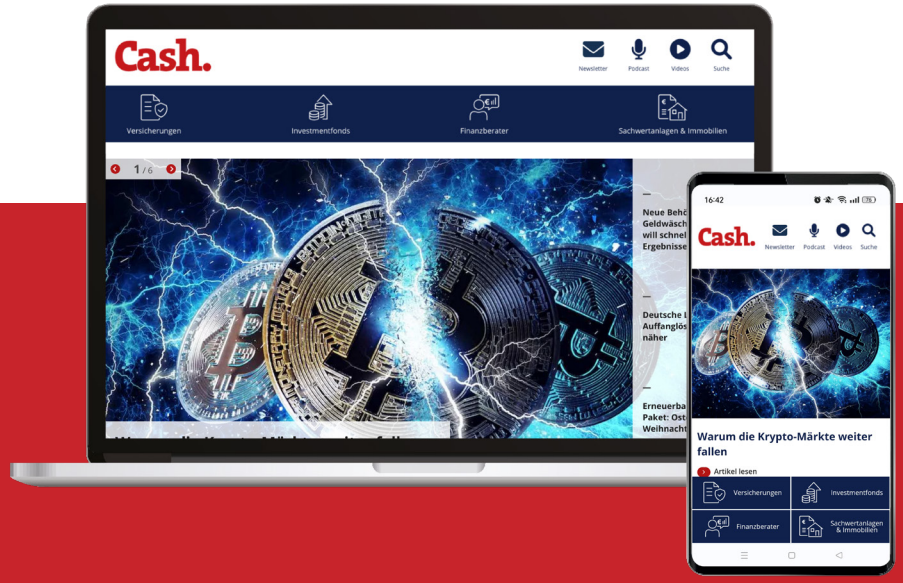
Cash. ONLINE



MEDIA KIT **2026**

VALID FROM 28TH OCTOBER 2025

Cash.
Mediaanalyse 2022
MRTK
MARKETING RESEARCH TEAM KIESELER
1. Platz
Berichterstattung über fondsgebundene Produkte
5vor5 Newsletter täglich

CASH.
Markenmonitor Makler 2020
MRTK
MARKETING RESEARCH TEAM KIESELER
90%
Sehr hohe Bekanntheit

hbs
PLATZ 2
HBS Medien- und Markenstudie 2020
FACHPUBLIKATIONEN
Unabhängige Finanzberater

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ABOUT CASH.

Cash. is one of the **best-known trade magazines** for independent financial advisors in insurance, investment funds, real estate, tangible assets, financial sales, broker pools, prescious metals, crypto assets, law and taxes. Cash. offers the latest financial news and reports on trends such as digitization and sustainability/ESG and their effects on the financial services industry.

The core target group are financial intermediaries: **insurance brokers, real estate agents, financial investment brokers, financial advisors, insurance agents and asset managers**. The customer structure is balanced. That makes Cash. a cross-industry medium with a general interest character.

Cash. is a **cross-media** magazine with various formats such as website in responsive web design, newsletters, monthly print edition & ePaper, videos – produced in our professional greenscreen studio, podcast, webinars and live events.

New content advertising formats such as the video format „Cash. im Talk“ or the one-month „Content Box“ as well as the „Unternehmen im Fokus“ („Company in Focus“), which runs for more than a year, expand our offering, as do the LinkedIn, Facebook, Instagram, XING and TikTok channels offered by Cash. With the extremely attention-grabbing formats „Interstitial“, „Sticky Footer“ and „Parallax“, you can hardly escape the attention of your target group.

The newsletters „Cash. 5vor5“ and „Cash.kompakt“ are in first place among independant financial advisors, brokers and distributors (with 73% and 70%, respectively, according to MRTK Media Analysis August 2021).

USER + PERFORMANCE VALUES

TARGET GROUP

87%[1]/86%[2]/73%[3]
Insurance brokers
(according to § 34d GewO)

71%[1]/70%[2]/82%[3]
Intermediaries of financial assets
(according to § 34f GewO)

44%[1]/46%[2]/55%[3]
Intermediaries of Real Estate
(according to § 34i GewO)

26%[1]/28%[2]/41%[3]
Real Estate Agents
(according to § 34c GewO)

[1] Cash. Online [2] Cash. 5vor5-Newsletter [3] Cash.kompakt-Newsletter Cash. audience analysis 2019

PRODUCTS OF FINANCIAL ADVISORS

89%[1]/88%[2]/73%[3]
Insurances

73%[1]/73%[2]/77%[3]
Investment Funds

48%[1]/45%[2]/59%[3]
Tangible Assets

45%[1]/45%[2]/59%[3]
Real Estates

25%[1]/29%[2]/19%[3]
Tangible Assets
Gold/Precious Metals

64%
Utilisation Cash. Online, Website
daily/several times a week

19[1]/8[2]/7[3]
Assets transferred
in Mio. Euros pro FDL
in investment funds

[1] Cash. Online [2] Cash. 5vor5-Newsletter [3] Cash.kompakt-Newsletter Cash. audience analysis 2019

COVERAGE

Cash. 1. Platz MRTK
CASH. 90% Sehr hohe Bekanntheit MRTK
nbs PLATZ 2 FACHPUBLIKATIONEN

189.080*
Page Impressions/month

96.820*
Visits/month

53.128**
Users/month

10,300
Subscribers Cash. 5vor5

11,000
Subscribers Cash.kompakt

*IVW April 2026 **Google Analytics April 2026

STANDARD FORMATS

*These formats are displayed on desktop, tablet and mobile.

1 SUPER LEADERBOARD*

Desktop	Tablet	Mobile
1.280 x 90 px	728 x 90 px	300 x 75 px

75 Euros/CPM

2 SKYSCRAPER

160-300 x 600 px (desktop only)

70 Euros/CPM

1+2 WALLPAPER

1.280 x 90 + 160 x 600 px (desktop only)

90 Euros/CPM

2+4 DOUBLE SITEBAR

160-300 x 600 px each (desktop only)

90 Euros/CPM

3 PROMOLINK* (300 characters + image)

1.280 x 720 px (desktop, tablet, mobile)

88 Euros/CPM

STANDARD FORMATS

5 BILLBOARD

Desktop	Tablet	Mobile
1.250 x 180 px	728 x 90 px	300 x 75 px

93 Euros/CPM

6 MEDIUM RECTANGLE SIDEBAR TOP

300 x 250 px (desktop, tablet, mobile)

82 Euros/CPM

7 MEDIUM RECTANGLE CONTENT TOP

300 x 250 px (desktop, tablet, mobile)

77 Euros/CPM

8 MEDIUM RECTANGLE SIDEBAR LOW

300 x 250 px (desktop, tablet, mobile)

55 Euros/CPM

All formats are displayed on desktop, tablet and mobile.

SPECIAL FORMATS

1 INTERSTITIAL (Desktop, Tablet, mobile)

Surprising and attention-grabbing! The interstitial ad is placed over the content of the website and thus ensures maximum attention from the user.

139,– Euro/CPM

2 PARALLAX (Desktop, Tablet, mobile)

Content-oriented, informative advertising format that reveals the ad on a background layer when scrolling.

115,– Euro/TKP

3 STICKY FOOTER (Desktop, Tablet, mobile)

A layer ad like the interstitial, sticky at the bottom of the screen. Immediately catches the eye and yet offers unrestricted reading pleasure.

99,– Euro/CPM

CONTENT FORMATS

ADVERTORIAL

- Creation of an editorial article (advertorial) on a current topic in cooperation between client and Cash. Editorial content, such as an interview, FAQ on a subject, information on new regulations, etc.
- Publication of the advertorial for an unlimited run time on Cash. Online on the respective department pages
- Placement of attention-grabbing teasers / banners that link to the advertorial on the home page as well as on all department-, author- and article pages with at least 40,000 ad impressions – for a run time of one week
- One Placement of the teaser / banner in the Cash. 5vor5-Newsletter (10,300 subscribers) with a link to the advertorial
- One Placement of the teaser / banner in the Cash.kompakt-Newsletter (11,000 subscribers) with a link to the advertorial

Run of site on desktop, tablet and mobile via responsive web design

Package price: **2,190 Euros***

Additional booking options:

- Further run of sites in the newsletter for 300 Euros each
- Facebook post with 10.000 ad impressions for 500 Euros
- LinkedIn Post with 10.000 Ad Impressions for 900 Euros
- XING Post with 10.000 Ad Impressions for 900 Euros
- Other ranges on request

CONTENT FORMATS

STANDALONE-NEWSLETTER

- Editorial design of a customized newsletter. Content and graphic coordination/design included.
- Emailing to a list with a wide reach of Cash. newsletter subscribers
- Creation of the client-specific standalone newsletter in close coordination between the client and Cash. - both in terms of content and appearance
- This enables direct client-specific addressing of the target group
- Integration of statistics, images, videos, links to the client's website, etc. optional

Standalone Cash. 5vor5-Newsletter (10,300 subscribers) **2,890 Euros**
Standalone Cash.kompakt-Newsletter (11,000 subscribers) **2,990 Euros**

5VOR5 TARGET GROUP	KOMPAKT TARGET GROUP
86% Insurance brokers	82% Insurance brokers
70% Intermediaries of financial assets	73% Intermediaries of financial assets
46% Intermediaries of real estate	55% Intermediaries of real estate
28% Real estate agents	41% Real estate agents

CONTENT FORMATS

CONTENT BOX

Development of a client subsite

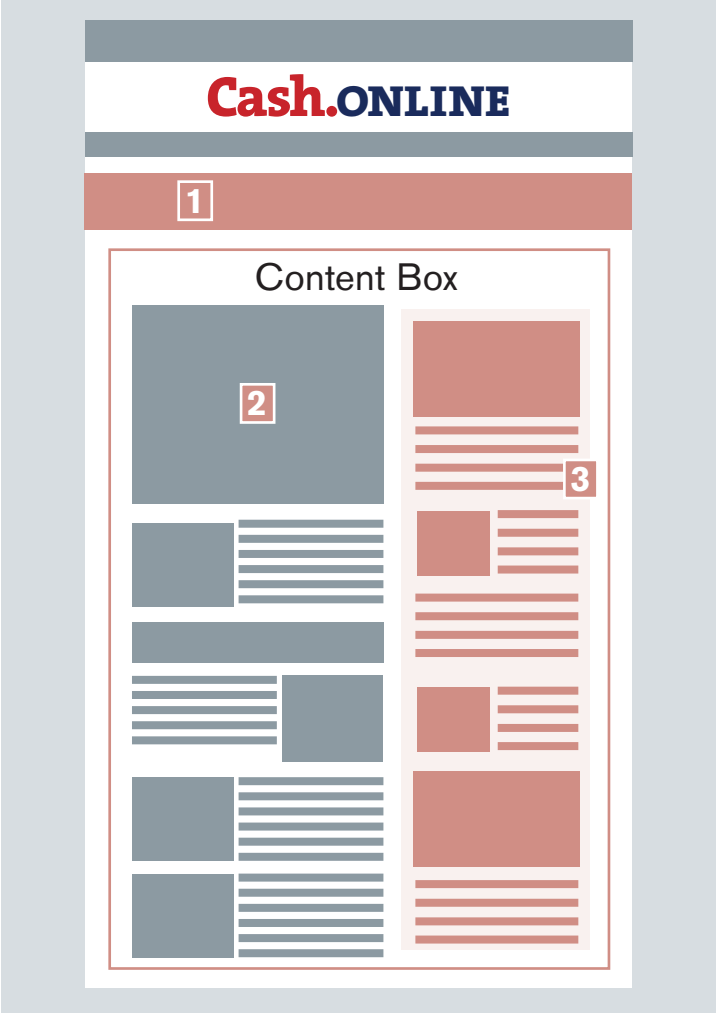
- Placement of the Content Box in the sidebar on the homepage and on all department-, author- and article pages
- Link from the Content Box to a client subsite on Cash. Online
- Links from the client subsite to the client's website
- Choice of topics in the content box and on the subsite as requested by the client
- Content creation either by the client or by Cash. editorial department
- Publication of up to one exclusive client article daily

Promotion of the content box and traffic generation

- Banner on Cash. Online linking to the landing page with 80,000 AI´s guaranteed
- 12x Promolink (content format) in Cash. 5vor5-newsletter (10,300 subscribers)
- 6x Promolink in Cash.kompakt-newsletter (11,000 subscribers)
- Posts on all social media-channels of Cash.

Run time: 1 month
Package price: **16,900 Euros/month**

CONTENT FORMATS



CONTENT BOX

1. Integration of individual ad

2. Editorial articles by the Cash. editorial department on the client's main topic. Delivery of content by the client is welcomed, but not absolutely necessary

3. Positioning of the client in the thematic environment with several link options, for example, to the client's website or to other URL's specified by the client

For service components of the content box, please see previous page 10

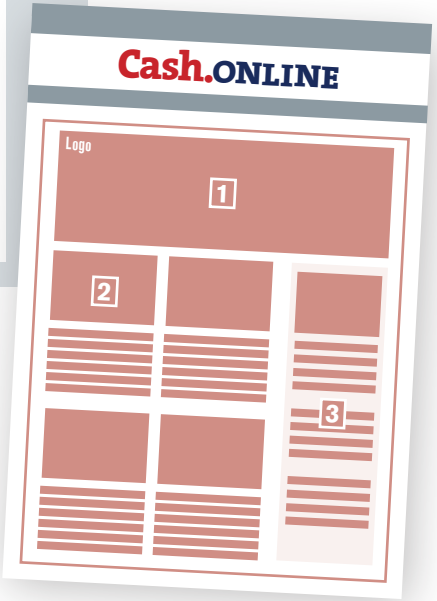
16,900 Euros/month

CONTENT FORMATS

COMPANY IN FOCUS

Components:

- Prominent placement of a company portrait banner in the form of an eye-catching special format (similar to a billboard) on the homepage as well as on the department-, author- and article pages of Cash. Online
- Link from the banner to a “Company in Focus” subsite with a comprehensive company presentation
- Integration of content that is continuously provided by the client
- Links from the subsite to URL‘s defined by the client



Content of the subsite:

1. Header picture, upon request with the client‘s logo
2. Business focus of the client
3. News from the client that can be delivered by the client on a daily basis

Run time: **1 year**
Package prize: **24,900 Euros/year**

NEWSLETTER CASH. 5VOR5

FREQUENCY

Distribution from MO to FR

SUBSCRIBERS

10.300 Persons

- 86% Insurance brokers
- 70% Intermediaries of financial assets
- 46% Intermediaries of real estate
- 28% Real estate agents

CASH. 5VOR5 – MOST CLICKED THIS WEEK

Send-Out: Saturday 8 am

Same recipients as the newsletter Cash. 5vor5

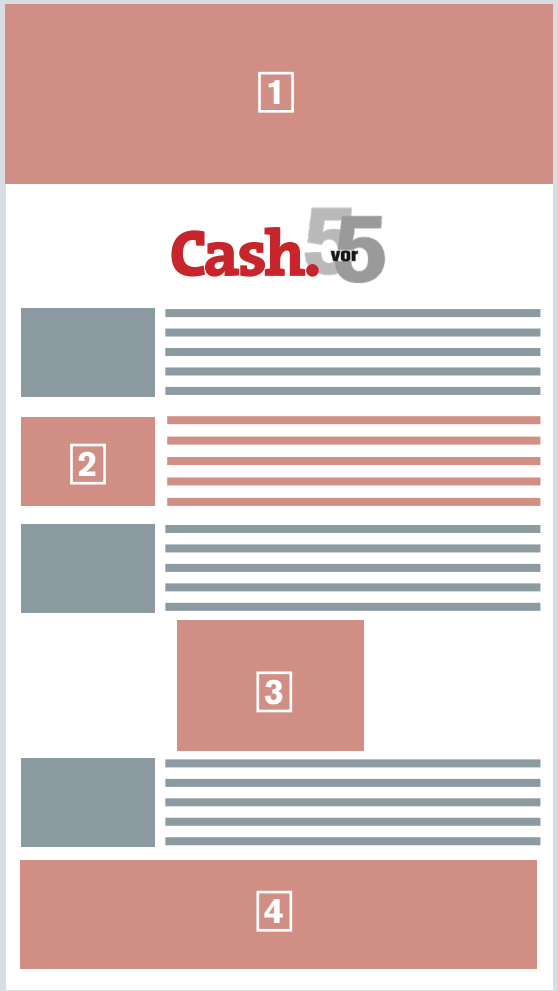
1 Superbanner Header XL: 605 Euros

2 Promolink: 445 Euros

3 Medium Rectangle: 525 Euros

4 Fullsizebanner: 445 Euros

All prices only include one send-out.



1 SUPERBANNER HEADER XL
600 x 300 px
1,090 Euros

2 PROMOLINK (300 characters + picture)
1280 x 960 px
950 Euros

3 MEDIUM RECTANGLE
300 x 250 px
950 Euros

4 FULLSIZEBANNER
600 x 150 px
890 Euros

YOUR ADVANTAGE:
Price including three send-outs per week! (Mo.-Fr.)

SPECIAL TOPIC-NEWSLETTER CASH. 5VOR5

Cash. 5 vor 5

SPECIAL TOPIC-NEWSLETTER

Position yourself in the monothematic environment of our special topic newsletter

Topic overview 2025

02.02.2026	Income Protection
02.03.2026	Residential Building Insurance
23.03.2026:	Private Pension Provision 2026
20.04.2026:	Pharma & Biotech
25.05.2026:	Private Health Insurance
22.06.2026:	Company Health Insurance
27.07.2026:	Company pension schemes
17.08.2026:	Hit list of broker pools
14.09.2026:	Precious metal funds
26.10.2026:	Reinvestment & Retirement
16.11.2026:	Rare earths and technology metals
07.12.2026:	fund-linked policies & alternative investments

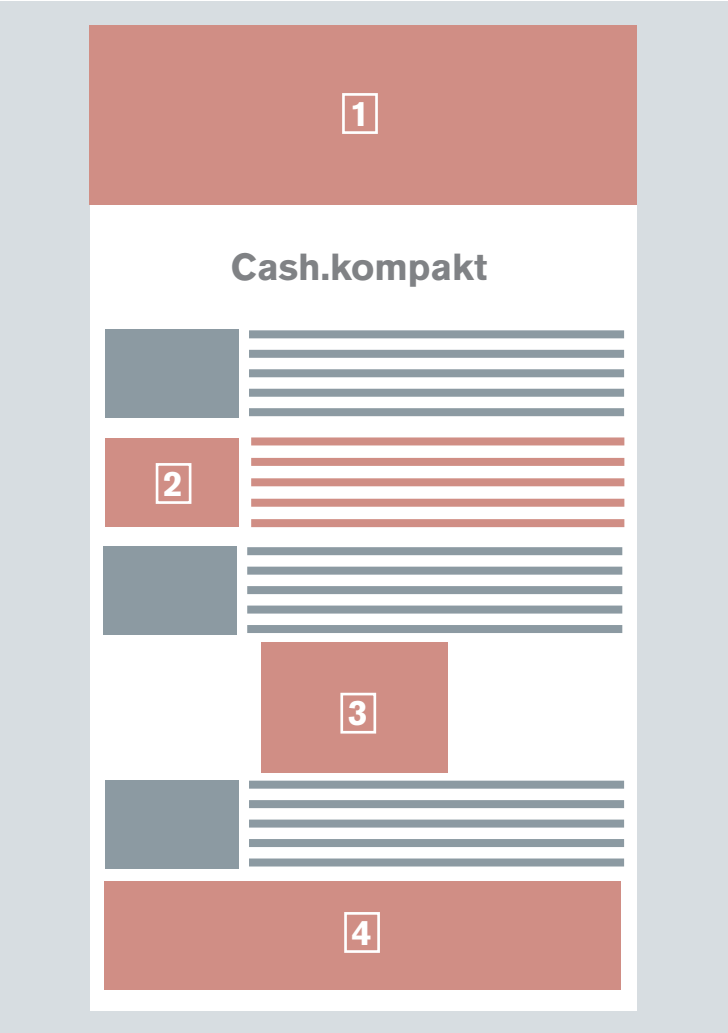
1 SUPERBANNER HEADER XL
600 x 300 px
655 Euros

2 PROMOLINK
(300 characters + picture)
1280 x 960 px
495 Euros

3 MEDIUM RECTANGLE
300 x 250 px
575 Euros

4 FULLSIZEBANNER
600 x 150 px
495 Euros

NEWSLETTER CASH.KOMPAKT



1 SUPERBANNER HEADER XL
600 x 300 px
1,290 Euros

2 PROMOLINK (300 characters + picture)
235 x 157 px
950 Euros

3 MEDIUM RECTANGLE
300 x 250 px
1,090 Euros

4 FULLSIZEBANNER
600 x 150 px
940 Euros

YOUR ADVANTAGE:
Price including two send-outs!

FREQUENCY

Distribution TU and TH

SUBSCRIBERS

11.000 Persons

- 82% Intermediaries of financial assets
- 73% Insurance brokers
- 55% Intermediaries of real estate
- 41% Real estate agents

OVERVIEW: NEWSLETTER

Newsletter	Subscribers	Frequency	Time	Target group	Topics
Cash. 5vor5-newsletter	10,300	1x daily (monday-friday)	4.55 p.m.	Captive brokers 86% Interm. of financial assets 70% Interm. of Real Estate 46% Real Estate Agents 28%	Insurances, investment funds, Real Estate, tangible assets, financial assets, sales, digitalization, law
Cash. 5vor5 Special topic-newsletter topic overview on page 13	10,300	intermittent	9 a.m.	Captive brokers 86% Interm. of financial assets 70% Interm. of Real Estate 46% Real Estate Agents 28%	Insurances, investment funds, Real Estate, tangible assets, financial assets, sales, digitalization, law
Cash. 5vor5 – Most clicked this week	10,300	Saturday	10 a.m.	Captive brokers 86% Interm. of financial assets 70% Interm. of Real Estate 46% Real Estate Agents 28%	Insurances, investment funds, Real Estate, tangible assets, financial assets, sales, digitalization, law
Cash.kompakt-newsletter	11,000	Tuesday / Thursday	9 a.m. / 2 p.m.	Interm. of financial assets 82% Captive brokers 73% Interm. of Real Estate 55% Real Estate Agents 41%	Insurances, investment funds, Real Estate, tangible assets, financial assets, sales, digitalization, law

Basic formats	Frequency per week	Promolink (specifications in the entries)	Medium Rectangle 300 x 250 px	Fullsizebanner 600 x 150 px	Superbanner Header XL 600 x 300 px
Cash. 5vor5-newsletter Single send-out Cash. 5vor5 – Most clicked this week	3x 1x 1x	950 Euros 445 Euros 445 Euros	950 Euros 525 Euros 525 Euros	890 Euros 445 Euros 445 Euros	1090 Euros 605 Euros 605 Euros
Cash. 5vor5 Special topic-newsletter	1x	495 Euros	575 Euros	495 Euros	655 Euros
Cash.kompakt-Newsletter	2x	950 Euros	1090 Euros	940 Euros	1,290 Euros

Special formats	Basic price	Coverage
Standalone Cash. 5vor5	2,890 Euros	10,300 Subscribers
Standalone Cash.kompakt	2,990 Euros	11,000 Subscribers

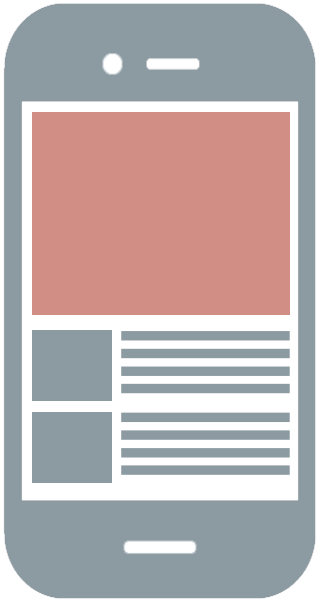
These formats are displayed on desktop, tablet and mobile via responsive webdesign.

MOBILE

MOBILE AD 4:1

300 x 75 px

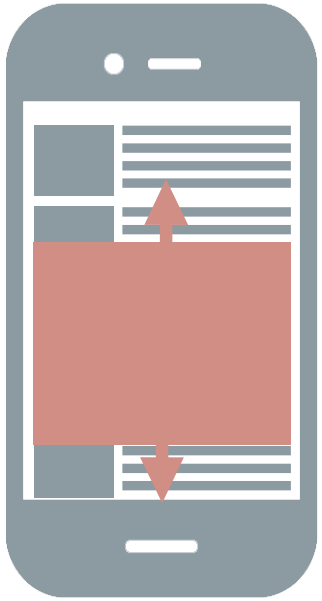
72 Euros/CPM



MOBILE PREMIUM

300 x 150 px

93 Euros/CPM

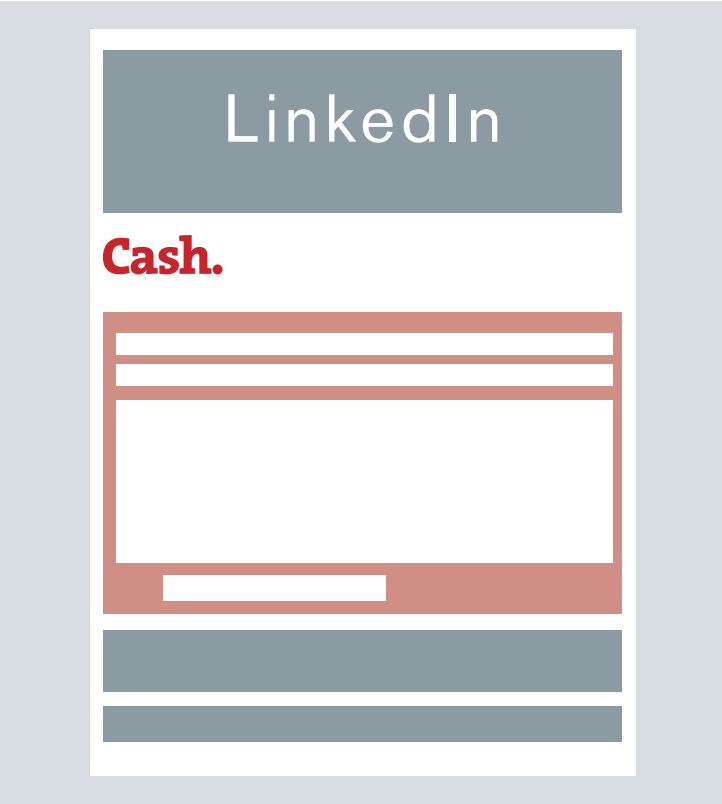


MOBILE PARALLAX

Individual size

115 Euros/CPM

SOCIAL MEDIA



LINKEDIN SPONSORED CONTENT

- Highlighted, editorial post via Cash.'s LinkedIn presence including individual headline, text and image (multiple images also possible) or video
- The following LinkedIn target groups can be reached:
    - Financial advisors 14,000
    - Real estate agent 13,000
    - Insurance specialist 4,400
    - Insurance broker 4.100
    - Insurance agent 3,000
    - Independent financial advisors 570
    - Total of the above sub-target groups: 38.000

139 Euros/CPM

SOCIAL MEDIA

1. FACEBOOK AD

- Highlighted editorial post via Cash.'s Facebook page, including an individual headline, image, and text. Labeled as "Advertisement" or "Sponsored" under the company name. Upon request, a partnership ad can also be created, displaying your company alongside Cash. as the publisher. Promoted editorial post on the Cash. Facebook page including an individual headline, image and text.
- Per week, 40,000 ad impressions can be delivered directly to Cash. website visitors and Cash. followers.

75 Euros/CPM

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2. FACEBOOK REEL

- Promoted video via Reel with the Cash. Facebook presence: a short, vertical video (up to 90 seconds) that is displayed in the feed, the Reels section, and in groups
- The video is provided by the client. Upon request, Cash. can assist with editing free of charge.
- Video production by Cash. is also possible (price upon request)
- Per week, 40,000 ad impressions can be delivered directly to Cash. website visitors and Cash. followers.

75,– Euro/CPM

SOCIAL MEDIA

1. INSTAGRAM: AD IN STORY

- Possible in image or text format
- Story with image will be displayed for up to 15 seconds, and for stories with video up to 60 seconds are possible.
- The ad can be created with the support of the Cash. editorial team on request.
- Up to 40,000 ad impressions can be played directly to the Cash. contacts per week.
- Optional: Link to your desired website.

75 Euro/CPM

SOCIAL MEDIA

2. INSTAGRAM AD

- Promoted editorial post on the Cash. Instagram page including an individual headline, image and text.
- Up to 40,000 ad impressions visitors of the Cash. website and Cash. followers can be reached per week

75 Euros/CPM

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3. INSTAGRAM REEL

- Promoted video via Reel with the Cash. Instagram presence (a short, vertical video (up to 90 seconds) that is displayed in the feed, the Reels section, and in groups)
- The video is provided by the client. Upon request, Cash. can assist with editing free of charge.
- Video production by Cash. is also possible (price upon request)
- Per week, 40,000 ad impressions can be delivered directly to Cash. website visitors and Cash. followers.

75,– Euro/CPM

SOCIAL MEDIA

TIKTOK VIDEO AD

- Video format
- The ad can be created with the support of the Cash. editorial team on request.
- Up to 10,000 ad impressions can be played directly to the Cash. contacts per week.
- Optional: Link to your desired website.

75 Euro/CPM

SOCIAL MEDIA

XING SPONSORED POST

- Highlighted, editorial post via Cash.'s XING presence including individual headline, image/video and text.

- The following XING target groups can be reached:

    - Insurance specialist 53,000
    - Real estate agent 39,000
    - Fee-based consultant 19,000
    - Financial advisor 13,000
    - Insurance consultant 5,000
    - Insurance agent 2,000
    - Insurance intermediary 1.000
    - Insurance broker <1000
    - Followers of Cash. on XING 15,700
    - Total of the above sub-target groups: 148,000

110,– Euro/CPM

CASH. PODCAST

PODCAST

„Cash. – Die Zwei und Dein Geld“

- Recording of an entertaining and informative conversation with a personality from the financial sector, hosted by Cash. editor Kim Brodtmann
- Promotion of the podcast on Cash. Online – via all digital channels such as Cash. Website, the daily Cash. 5vor5-newsletter (10,300 subscribers), the Cash.kompakt-newsletter (11,000 subscribers), which appears twice a week, and on the social media channels
- Podcasts are also available on Spotify and Apple Podcasts

Sponsoring package

- Booking of a specific podcast planned by the Cash. editorial department in cooperation with the client
- Mentioning of a „...sponsored by...“-text as well as a short introduction of the company at the beginning and at the end of the podcast by Cash. editor Kim Brodtmann

Introductory price of the sponsoring package: **2,990 Euros**
(not discount- and ae-eligible)

Special package

- Booking of an individual podcast by a company or a customer
- Conversation with a representative of the company by a Cash. editor
- Production and topic in coordination between the customer and Cash.
- Plus promotion of this podcast with a Cash. 5vor5 standalone newsletter

Introductory price of the special package: **3,990 Euros**

Further packages/prices on demand

CASH. IN TALK

CASH. IN TALK: Film production in our greenscreen-studio

Discover the diverse benefits of our state-of-the-art Greenscreen studio and learn how you can elevate your videos to a new level with us:

- The film is recorded in our state-of-the-art Greenscreen studio located at Kleine Seilerstraße 1, 20359 Hamburg. We work with professional lighting, 3 Sony cameras, and a high-quality sound system.
- If your representative cannot appear in person at our studio, we offer the option to incorporate them into the studio footage through an externally received video signal.

Choose a static or animated background of your choice, which can be customized to suit your specific requirements.

- Integration of your own videos into our Greenscreen studio is possible, allowing the respective participants to refer to them.
- We provide the film to you for free distribution, and you will also receive unrestricted usage rights.

- Film distribution:
  - Prominently featured at the top of the slider on www.cash-online.de for a duration of one week (25,000 ad impressions), followed by permanent placement in the „Videos“ section.
  - One standalone mailing in the Cash. 5vor5 newsletter.
  - Three promo links in our Cash. 5vor5 newsletter (10,300 subscribers).
  - One standalone mailing in the Cash.kompakt-newsletter.
  - Two placements in the Cash.kompakt-newsletter (11,000 subscribers).
  - Promotion on Cash.'s social media channels (Facebook, Instagram, LinkedIn, XING).
  - 3.000 impressions on LinkedIn and Meta (Facebook/Instagram)
  - optional: 1.000 impressions on Meta (75€) and LinkedIn (139€)

4,990,- Euros

WEBINAR

WEBINAR WITH LEAD-GENERATION

- Presentation of products and services to interested financial advisors using the „ClickMeeting"-tool
- Generating leads for the client's sales team via event participants (financial advisors)
- Conception and realisation of the webinar by the Cash. editorial department
- Content and organizational coordination between client and Cash.
- Promotion of the webinar via the digital channels of Cash.
- Possibility of collecting training points via the cooperation partner AfW for participating financial brokers
- **BONUS** – Possibility of **lead-generation** for the sales of the client by the event participants (financial advisors). Type and scope of the data query from the participants to gain leads in coordination between the client and Cash.

Promotion with at least 30,000 AI's and a link to the registration page for web talk via:

- 1x Standalone Cash. 5vor5-newsletter (10,300 subscribers) and 1x Cash.kompakt-newsletter (11,000 subscribers)
- 6x Promolinks each in Cash. 5vor5-newsletter (10,300 subscribers) and in Cash.kompakt-newsletter (11,000 subscribers)
- 3x Editorial note in Cash. 5vor5-newsletter and in Cash.kompakt-newsletter
- Medium Rectangle banner on Cash. Online (30.000 Ad Impressions)

Package price: **6,900 Euros**
including the transfer of the participant contact data (leads) to the client

Additional booking options:
a) Provision of a professional speaker by Cash. with content-related conception by the client for 500 Euros
b) Provision of a professional speaker as well as conceptual design by Cash. for 1,500 Euros

CASH. DIGITAL DAY

DIGITAL DAY

Event

A day full of exciting online events, all about the digital sale of insurance, real estate, financial and tangible assets.

- Date: Wednesday, 10th June 2026
- Place: Currently via GoToWebinar
- Speaker: Well-known representatives from the industry
- Attendees: Financial intermediaries (consultants, brokers) with the possibility of crediting IDD training times

Sponsoring package

- Event services in the form of a client-specific online event
- Cross-media services in the form of

Print

- 1/1 ad or 1/1 advertorial to promote the customer-specific webinar in issue 6/26 (28th May)
- Editorial integration of the sponsors and placement of the customer logo, photo of the speaker and naming of the relevant topic in the preliminary report in Cash. issue 6/26 and in the follow-up reporting in Cash. issue 8/26 (30th July)

Online

- Newsletter (each Cash. 5 to 5 and Cash.kompakt):
  2 x Standalone mailings to advertise the customer-specific webinar
  4 x Application of the webinar in the overall mailing for the Digital Day
  1 x Promolink leading to the webinar
- Website:
  1 x Promolink leadingto the webinar with 30,000 ad impressions
- Social Media:
  Sponsored post on the webinar on all channels

- Lead generation via the registration data of the participants

Sponsoring packages modified to the individual client.
Package price: **9,990 Euros**

CASH. DIGITAL DAY

DIGITAL DAY

Breakout-Session

- 20-minute exclusive, sponsored advertising slot, e.g., for product presentations.
- Cross-media advertising services:

Print

- Editorial integration of sponsors and placement of the client's logo, photo of the speaker, and mention of the corresponding topic in the pre-event coverage in Cash. Issue 6/26 (publication date: 28.05.) and in the post-event coverage in Cash. Issue 8/26 (publication date: 30.07.)

Online

- Newsletter (each in Cash. 5vor5 (10,300 subscribers) and Cash.kompakt (11,000 subscribers)):
  1x standalone mailing in Cash. 5vor5.
  4x promotion of the Digital Day mentioning all events as standalone mailings in Cash. 5vor5.
  1x promotional link to your event in Cash. 5vor5.
  4x promotional links to your event in Cash.kompakt.

Website:
1x promotional link to the webinar with 40,000 ad impressions.
Social Media:
Sponsored post for the webinar across all channels.

- Lead generation through participant registration data.

Sponsorship packages tailored to individual customer needs.
Package price: €4,980

REFERENCES + ADSPECS

Run time
The booking on the homepage refers either to calendar weeks (activation of the advertising material from Monday 0.00 a.m.) or to booked CPM (individual activation). A newsletter booking, on the other hand, refers to on one or more publication/sending days.

Reservation
Reservations are not binding. They are valid for a maximum period of five working days and expire at the latest 10 working days before the start of publication.

Cancellation
Bookings that have already been made can be cancelled up to 2 weeks before the start of the placement.

Provision of advertising material
By e-mail to digital@cash-online.de at least 10 working days before the start of the service. Please also provide the link separately!

General Terms and Conditions of Business
The publisher‘s terms and conditions apply to the processing of orders. These can be found at: https://www.cash-online.de/impressum/agb

File formats for all banners on the website
jpg, gif, html or swf (only in combination with gif!)

A delivery of HTML advertising material and redirects is also possible. Advertising media must be compatible with the AdServer Revive (formerly Open-X).

Maximum file size: 300 kB

File formats for banners in the newsletters
jpg, png, gif. Only physical ads are possible.

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The information contained in this price list may be updated during the year;
the latest version of this price list can be found at:
www.cash-online.de/mediadaten