

Advertising on the go



The advertising platform
with impact.

Mobile Display Ads

**Facts &
figures**





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CONTACT

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Content

Mobile Display Ads

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TEMPLATES

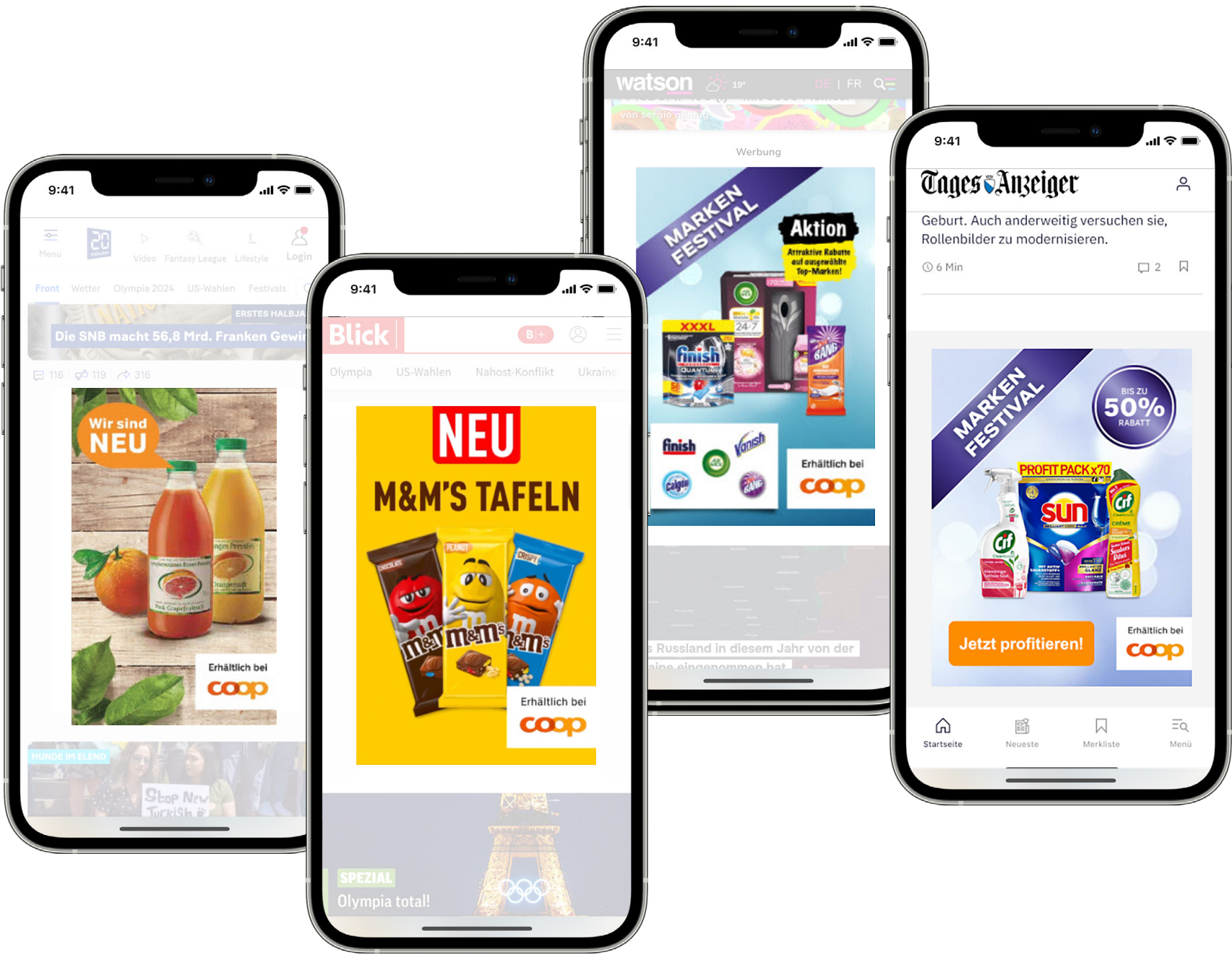
→ Design as per [Coop template](#).

SPECIFICATIONS

- File size ad: max. 150 KB.
- Length of animation: max. 30 seconds.
- Advertising media must be compatible with [Google Campaign Manager 360](#).
- The graphics behind should be twice as large so that the advert appears sharp on retina displays.
- In-app compatible.
- File type fallback: JPG, PNG or GIF.
- File size fallback: max. 50 KB.

DATA DELIVERY

- ZIP with HTML5 file and image assets per format and language.
- Separate fallback per format and language (not in ZIP)
- Also send advertising materials as open file.
The open file must be editable in Google Web Designer or Adobe Animate.



MEDIA DATA*

	Avg. daily reach in 000s	Avg. weekly reach in 000s
20 Minuten	880.70	1'518.10
Blick	767.00	1'346.20
Watson	234.60	625.10
Newsnet	501.00	1'121.90

* Source: Mediapulse Online Content Audience Data, Mediapulse Audience Analytics, basis: Switzerland, population 3+, Q3/2022, avg. weekly reach in 000s, calculated over whole weeks, Ø net reach in 000s (per month) as manual arithmetic average of monthly values

Mobile Display Ads

Module Mobile Ads Plus

OVERVIEW OF SERVICES	POSITIONING	Languages	Dimensions (W × H)	PRICE
Positioning • 20 Minuten • Watson • Blick • Newsnet (Tages-Anzeiger, Berner Zeitung, Basler Zeitung, Der Bund and the French-language Tamedia publications 24 heures, Le Matin and Tribune de Genève)	20 min.ch • Mobile Ricchi • Tablet Halfpage Ad • Medium Rectangle	G / F / I G / F / I G / F / I	320 × 416 px 300 × 600 px 300 × 250 px	CHF 28,000 *
	blick.ch • Mobile Poster Ad	G / F	320 × 480 px	CHF 20 TAI
Reach 1.4 m ad impressions	watson.ch • Mobile Fullpage Ad	G / F	320 × 480 px	
Target URL Subsite at coop.ch (implemented by coop)	Newsnet • Mobile Ricchi • Tablet Halfpage Ad	G / F / I G / F / I	320 × 416 px 300 × 600 px	
Distribution information will be included				

* Net/net, (excl. production)

Mobile Display Ads

Module Mobile Ads

OVERVIEW OF SERVICES	POSITIONING	Languages	Dimensions (W × H)	PRICE
Positioning • 20 Minuten • Watson • Blick	20 min.ch • Mobile Ricchi • Tablet Halfpage Ad • Medium Rectangle	G / F / I G / F / I G / F / I	320 × 416 px 300 × 600 px 300 × 250 px	CHF 25,000 *
Reach 1.4 m ad impressions	blick.ch • Mobile Poster Ad	G / F	320 × 480 px	CHF 20 TAI
Target URL Subsite at coop.ch (implemented by coop)	watson.ch • Mobile Fullpage Ad	G / F	320 × 480 px	DEADLINES → On request → Delivery date: 4 weeks before the start to larissa.strauss@coop.ch → Running time: Thu/Fri/Sat (from Thu 12 a.m. until Sat 5 p.m.)
Distribution information will be included				

* Net/net, (excl. production)