

# Stailamedia Programmatic Buying Guide

## Overview

Stailamedia offers programmatic access to its complete high-quality inventory in video, display and mobile. You can always find the most up-to-date version of our directly connected websites here: <http://www.stailamedia.com/media-partner>.

The inventory is categorized into the following content categories: News, Sport, Automotive, Business & Finance, Household, Digital, Women, Men, Teens. Additionally we categorize our inventory into the three main content languages (German, French, Italian).

Stailamedias data exchange provides extensive audience-targeting solutions. We currently support access to the following standard audience segments:

### Interest

Automotive, Business & Economy, Family & Education, Online Gaming, Gossip & Stars, Science, Wellness, Profession & Career, Education, Fashion & Beauty, Finance, Cooking & Food, Health, Real Estate, Entertainment & Household Electronics, Content Streaming, Home & Garden, Society & Politics, Sport, Travel, Entertainment, LOHAS, News, Shopping

### Socio-demographic

Age (14-19, 20-29, 30-39, 40-49, 50+), Gender

Please contact us in case you have individual targeting needs. Our data consultants can build arbitrary targeting segments on your behalf.

# Auction Tiers and Inventory Access

## Display / Mobile

AppNexus Seat ID: 1504

	Open Auction (RTB)	Open Auction (Deal ID)	Private Auction (Deal ID)
<b>Language Category Targeting</b>	Yes	Yes	Yes
<b>Content Category Targeting</b>	Yes	Yes	Yes
<b>Audience Targeting</b>	No	Yes	Yes
<b>Per Brand Rates (Deals for specific brands)</b>	No	Yes	Yes
<b>Flight Deals (Deals for specific campaign flights)</b>	No	Yes	Yes
<b>First Look after Directly Sold Campaigns</b>	No	No	Yes

## Ad Sizes & Floor CPMs

	IAB Standard	Billboard	Halfpage Ad	Mobile	Mobile Interstitial
<b>Size</b>	728x90 300x250 160x600	970x250	300x600	320x50 300x50	300x250
<b>Germany</b>	USD 5	USD 15	USD 10	USD 5	USD 15
<b>Switzerland</b>	USD 9	USD 27	USD 22.50	USD 9	USD 27
<b>Austria</b>	USD 7	USD 20	USD 15	USD 7	USD 20

## In-stream / In-page Video

LiveRail Seller: 15207

	Open Auction (RTB)	Preferred Auction (RTB)	Fixed Price
<b>Language Category Targeting</b>	No	Yes	Yes
<b>Content Category Targeting</b>	No	Yes	Yes
<b>Audience Targeting</b>	No	Yes	Yes
<b>Per Brand Rates (Deals for specific brands)</b>	No	No	No
<b>Flight Deals (Deals for specific campaign flights)</b>	No	No	No
<b>First Look after Directly Sold Campaigns</b>	No	No	Yes

## Ad Specs & Floor CPMs

	Pre-Roll	Post-Roll	In-Read	In-Card
<b>Click to play</b>	Yes	Yes	No	No
<b>Minimum player size</b>	400x300	400x300	400x300	400x300
	<b>Floor CPM</b>			
<b>Germany</b>	USD 25	USD 13	n/a	USD 10
<b>Switzerland</b>	USD 50	USD 25	n/a	USD 20
<b>Austria</b>	USD 35	USD 18	n/a	USD 15

## Auction Tiers and Inventory Access

### Contact

For more information please contact us:

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