Programmatic Advertising 2021
Programmatic buying models for all brands

- **Programmatic Guaranteed**
  - 1 publisher and 1 buyer
  - Pre-agreed fixed rate (CPM)
  - Guaranteed volume

- **Preferred Deal**
  - 1 publisher and 1 buyer
  - Pre-agreed fixed rate (CPM)
  - No guaranteed volume

- **Private Auction**
  - 1 publisher and selected buyers
  - Pre-agreed rate (CPM)
  - 1st-price auction / auction model with a minimum price

- **Open Auction**
  - Several publishers and all buyers
  - Open auction procedure with standard auction (1st-price auction)
High ad serving priority

**Old world**

<table>
<thead>
<tr>
<th>AdServer</th>
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<tbody>
<tr>
<td>Kampagne 1</td>
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<tr>
<td>Kampagne 2</td>
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<td>Kampagne 3</td>
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<td>Kampagne 4</td>
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<th>SSP</th>
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<tr>
<td>Kampagne 1</td>
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</tbody>
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Low ad serving priority

**New world**

Addressing preferred target audiences with no coverage waste

**Quality is our promise**

- With programmatic advertising SPIEGEL MEDIA has created a buying channel which is in no way inferior to directly booked campaigns.
- By using the Yieldprobe technology, for the first time, each impression and each user will also be available for programmatic advertising.
- In the past publishers only offered specific inventory packages or positions of low priority. There used to be a significant difference in quality between programmatic and direct sales campaigns.
- This wall of differences in quality no longer exists at SPIEGEL MEDIA!
Inventory availability through an established SSP setup

- **Desktop**
  - Yieldlab
  - Google Ad Manager
  - OpenX

- **Mobile**
  - Yieldlab
  - Google Ad Manager
  - OpenX

- **In-Stream**
  - smartclip

- **Out-Stream**
  - Teads.tv

NEW
Now compatible with VAST 4.0
High-quality special programmatic ad formats...

Dynamic Sitebar

Fuse Ad

Parallax Ad Mobile
PROGRAMMATIC ADVERTISING

... and other programmatic standard formats

**Desktop**
- Billboard (970x250 / 800x250)
- Sticky Halfpage Ad (300x600)
- Leaderboard (728x90)
- Skyscraper (120x600 / 160x600)
- Medium Rectangle (300x250)
- Wallpaper (728x90 + 160x600)

**Mobile**
- Mobile Medium Rectangle (300x250)
- Mobile MPU (1:1)
- Mobile MPU (2:1)
- Mobile MPU (4:1)
- Mobile MPU (6:1)
- MobileInterstitial (320x480)

**Video**
- In-stream
  - pre-roll (up to 30")
  - mid-roll (up to 30")
  - post-roll (up to 30")
- Out-stream (in-read)
Inventory access to plan Programmatic Advertising

**PRIORITY A**
- Premium Programmatic
  - Programmatic Guaranteed
  - Programmatic Preferred

**PRIORITY B**
- Programmatic Reach
  - Targeted Reach
  - Channel Reach
  - Performance Reach
Inventory access to plan Programmatic Advertising

**Premium Programmatic**
- Directly agreed media conditions
- Guaranteed rates & conditions and inventories
- Same ad server priority as other direct sales
- “One seller / one buyer relationship”
- Pre-agreed fixed rates
- No guaranteed inventory
- Higher ad server priority than the open and/or private auctions

**Programmatic Reach**
- Inventory is sold to selected buyers; pricing through auction (private auction)
- Pre-targeted deals; targeted at “character groups”
- Fully transparent ad serving
- Inventory is sold to selected buyers; pricing through auction (private auction)
- Served in run-of-channel
- Fully transparent ad serving
- Inventory is sold to selected buyers; pricing through auction (private auction)
- Served in run-of-site
- Semi-transparent ad serving
Comprehensive pre-targeting options

**Education**
School-leaving qualification, training, university, no school-leaving qualification

**Age**
Various age groups

**Status**
Students, trainees, pupils, heads of the household, pensioners, ...

**Geo**
Germany, Switzerland, Austria, Luxemburg

**Household net income**
Various income groups

**Occupation**
Working, seeking work, employed, self-employed, ...

**Recreation**
Entertainment, films, sports, travel, music, gaming, literature, ...

**Gender**
Male, female
# Programmatic options at a glance

<table>
<thead>
<tr>
<th>Deal options</th>
<th>Programmatic Guaranteed</th>
<th>Programmatic Preferred</th>
<th>Targeted Reach</th>
<th>Channel Reach</th>
<th>Performance Reach</th>
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<td>Programmatic Guaranteed</td>
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**Formats**

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**Prioritised inventory access**

<table>
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<th>Transparency</th>
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<tr>
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*on request also as a Preferred Deal with a fixed CPM*
Conclusion: Why Programmatic with us?

- **100% brand safety**
  Ads are only served on SPIEGEL MEDIA inventory

- **100% service**
  Continuous deal optimisation through personal contacts

- **100% fair**
  All discounts obtained through direct bookings are considered

- **100% brand strength**
  Ads can be served on all SPIEGEL MEDIA brands

- **100% individual**
  Ideal deal setup to match individual media objectives

- **100% expert knowledge**
  Team of experts with long-standing experience

- **100% quality**
  Consistent inventory quality, regardless of the processing method

- **AD ALLIANCE**
  Member of AD ALLIANCE
Please feel free to contact us!

**Mark-Olaf Winter**
Head of Digital & Business Development  
+49 40 3007-3601  
mark-olaf.winter@spiegel.de

**Angelina Hinsch**
Account Manager Programmatic  
+49 171 3357315  
angelina.hinsch@spiegel.de

**Marco Ast**
Agency Consultant Programmatic  
+49 40 3007-3637  
amaro.ast@spiegel.de

**Miriam Weißenborn**
Senior Account Manager Programmatic  
+49 40 3007 3609  
miriam.weissenborn@spiegel.de

[spiegel.media](http://spiegel.media)  
programmatic@spiegel.de

SPIEGEL MEDIA  
Ericusspitze 1  
20457 Hamburg  
www.spiegel.media