Programmatic Advertising 2022
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)

NEW
Guaranteed volume via Google Ad Manager
100% Programmatic! We are tearing down walls.

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 Sidebar
- Fuse Ad
- Parallax Ad Mobile
... 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)
- Mobile Interstitial (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

**Targeting**

- **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, ...

- **Gender**
  - Male, female

- **Recreation**
  - Entertainment, films, sports, travel, music, gaming, literature, ...
# 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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<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% 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

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

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

- **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  
marco.ast@spiegel.de

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

**SPIEGEL MEDIA**  
Ericusspitze 1  
20457 Hamburg  
www.spiegel.media

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