

Desktop formats give your product the space it deserves. Choose between standard and premium options!

## TARGETING

Campaigns have a high degree of flexibility. Targeting by city, region, state, etc. is possible. Campaign duration can range from one day to one year. Booked impressions get delivered evenly throughout the campaign.

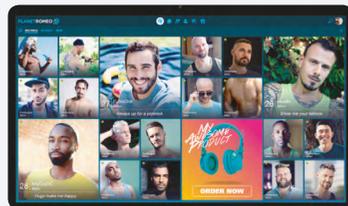
**Options:** frequency capping, user age, browser language, etc.

## BANNER & GRID

### 2X2-GRID-ADS

show up as a big tile between user tiles in the grid.

**Format:** 608x608 px



### CLASSIC INCLUDED\*\*

Please provide additional banners in the formats 626x100 px and 626x300 px if you would also like to reach users of classic.planetromeo.com.

**Budget:** CPM\* 2 €

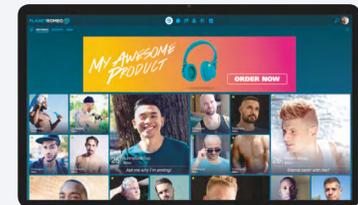
## PREMIUM

Our premium formats ensure extra visibility and high click-through rates!

### START PAGE

These large-format ads get displayed to the user at the top of the page, right after login.

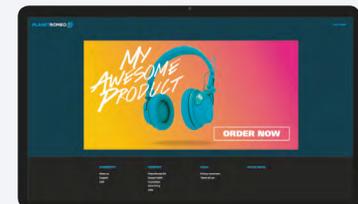
**Format:** 970x250 px



### LOGOUT

The user will see this huge ad after logging out, just when he is open for new ideas. This format is particularly eye-catching.

**Format:** 960x430 px



### CLASSIC INCLUDED\*\*

We will automatically use your logout ads in exactly the same way on classic.planetromeo.com.

**Budget:** CPM\* 6 € (with video: 12 €)

\*CPM = Cost-per-Mille, ergo per 1.000 impressions

\*\*our offer "classic included" is available as long as classic.planetromeo.com is still up and running. Deactivation will most likely occur some time during 2019.

The future is mobile! ROMEO mobile is available on four different platforms: the **iOS app** (available in the App Store), **Android app** (available in the Play Store), **UNCUT** – the uncensored app for Android (available for download on the website) and the adaptive mobile website in the browser. Your mobile campaign will be delivered to all these platforms by default, as a banner at the bottom of the screen. One impression counts as the ad being displayed for 60 seconds – plenty of time for the user to fully take it in.

## TARGETING

Campaigns have a high degree of flexibility. Targeting by city, region, state, etc. is possible. Campaign duration can range from one day to one year. Booked impressions get delivered evenly throughout the campaign.

## MOBILE BANNERS

### BANNERS

When using ROMEO on a mobile device, Banners get displayed at the bottom of the screen, consistently across all platforms. One impression counts as the ad being displayed for 60 seconds – plenty of time for the user to fully take it in.

**Formats:** 320x50 px for smartphones, 728x90 px for tablets

**Budget:** CPM\* 2 €, minimum order per campaign: 600 €



## MOBILE PREMIUM

### MOBILE INTERSTITIAL

The Mobile Interstitial takes up the whole screen and has to be either clicked or closed by the user, forcing him to notice it.

**Formats:** 320x480 px (smartphone), 768x1024 px (tablet)

**Budget:** CPM\* 6 € (with video: 12 €), minimum order per campaign: 600 €

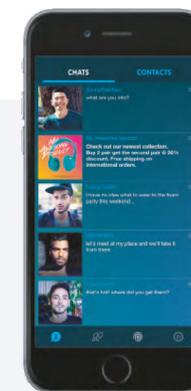


### MOBILE INBOX MESSAGE

Mobile Inbox Messages get displayed to the user in his message feed, in between his regular messages, creating a very personal connection.

**Format:** image 80x80 px, plus text

**Budget:** CPM\* 4 €, minimum order per campaign: 600 €



\*CPM = Cost-per-Mille, ergo per 1.000 impressions



## LOCAL

Local ads are the easiest way to create exposure for your company in your area, for a reasonable price. An ideal offer for saunas, restaurants, hairdressers, masseurs and more. A short-term option is available for events. Your banner will get displayed to the user right after login, in even rotation with other ads booked for the same region. Each user sees one of these ads per login, while the same ad is displayed to him no more than once per day.

**Format:** 600x300 px

**Classic included\*:** We will run your ad on classic.planetromeo.com at no extra cost, if you provide a 300x250 px creative for this purpose.

**Targeting:** IP-geo-targeting per region. In Germany, each federal state constitutes one region. Please ask for international units.

**Budget:** 99 € per month (campaign duration: 12 months), or 150 € for 10 days (Events)

\*our offer "classic included" is available as long as classic.planetromeo.com is still up and running. Deactivation will most likely occur some time during 2019.

## CONTACT