



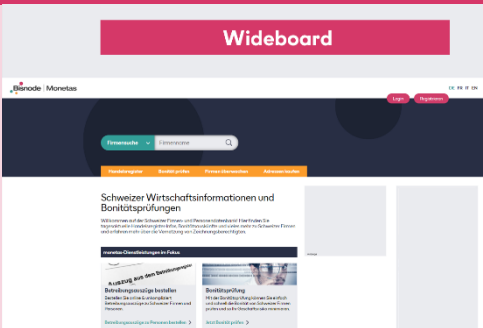
Online Advertising on monetas.ch

Reach your target group with accuracy!

Monetas.ch gives you a highly frequented platform that you can use to target your B2B products and services to decision-makers and readers with business acumen.

Every day, 4,500 visitors use the public portal for Swiss business information to access data from the commercial register and to view our credit reports.

Advertisement types & prices

Standard formats	
<p>Wideboard 994 x 250 px.</p> <p>CPM Run of site: CHF 70.- CPM Homepage: CHF 90.-</p> <p>Formats: gif, jpeg, flash, third party tag, html</p> <p>Size: 60 kB</p>	
<p>Billboard 970 x 250 px.</p> <p>CPM Run of site: CHF 65.- CPM Homepage: CHF 85.-</p> <p>Format: gif, jpeg, flash, third party tag, html</p> <p>Size: 60 kB</p>	
<p>Maxiboard 994 x 118 px.</p> <p>CPM Run of site: CHF 60.- CPM Homepage: CHF 80.-</p> <p>Format: gif, jpeg, flash, third party tag, html</p> <p>Size: 40 kB</p>	
<p>Leaderboard 728 x 90 px.</p> <p>CPM Run of site: CHF 45.- CPM Homepage: CHF 65.-</p> <p>Format: gif, jpeg, flash, third party tag, html</p> <p>Size: 40 kB</p>	

<p>Half Page 300 x 600 px.</p> <p>CPM Run of site: CHF 50.- CPM Homepage: CHF 70.-</p> <p>Format: gif, jpeg, flash, third party tag, html</p> <p>Size: 40 kB</p>	
<p>Rectangle 300 x 250 px.</p> <p>CPM Run of site: CHF 45.- CPM Homepage: CHF 65.-</p> <p>Format: gif, jpeg, flash, third party tag, html</p> <p>Size: 40 kB</p>	
<p>Skyscraper (sticky) 160 x 600 px.</p> <p>CPM Run of site: CHF 45.- CPM Homepage: CHF 65.-</p> <p>Format: gif, jpeg, flash, third party tag, html</p> <p>Size: 40 kB</p>	

<p>Large format</p>	
<p>Liquid Ad 400-1000 x 700-980 px.</p> <p>CPM Run of site: CHF 80.- CPM Homepage: CHF 100.-</p> <p>Production fee one-off CHF 700 additional languages CHF 50 each</p>	

InRead/Video

inRead

1920-640 x 1080-360 px. (16:9)

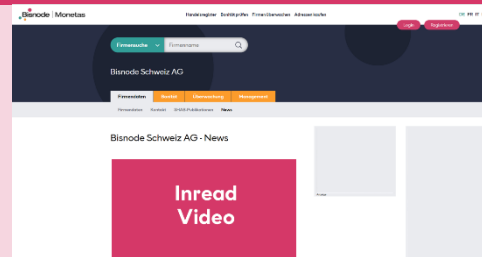
CPM run of site: CHF 80.-

CPM homepage: CHF 100.-

Duration: max. 30 seconds

Format: mov, flv, mpeg4, avi, ect.

Size: 200 MB



Special types

Fixed price

Newsletter entry in the monthly newsletter
250 characters, 1 image and 2 URLs included

490.-

News article/advertorial
1 week on homepage and permanently available in the news archive

990.-

Bulk discounts

from CHF 10'000.-

2 %

from CHF 25'000.-

4 %

from CHF 50'000.-

6 %

from CHF 100'000.-

10 %

Bisnode members receive an additional 20% discount!

About monetas.ch

User characteristics / Target Group

Visitors are mainly from Switzerland (65 - 69%).

The portal is predominantly used for business purposes.

The users mainly range from micro-companies to SMEs.

Key figures per month

Unique clients	139'000
Visits	180'229
Page impressions	406'728
Source	NET-Metrix
Date of measurement	16.11.2020



www.monetas.ch/advertising

If you have any further questions regarding monetas.ch advertising options, please do not hesitate to contact us: +41 44 735 64 64 or monetas.ch@bisnode.com

All prices are given in CHF. 7.7% VAT also applies.