

heise online Hit the Bull's eye

Let's rock the big event of the World Cup in winter together and place your advertising message with the help of our most attention-grabbing advertising formats on Germany's most important ICT & news pitch. Chase the ball directly into the goal and book one of our two placements to show your presence on **heise online during the** first half of the World Cup. You get the second half in the form of free media volume.

These high-impact formats can only be exclusively booked by one customer per day!

Be there at kickoff and secure one of the coveted game days!

Bookable formats:

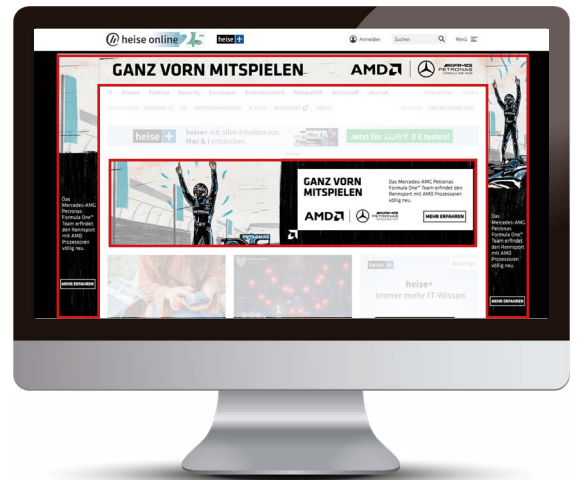
BRIDGE on the heise online homepage
with 100% SoV for one day

15,500€ / 250,000 AI
(150,000 desktop/ 100,000 mobile)

or

FIREPLACE on the heise online homepage
with 100% SoV for one day

20,000€ / 350,000 AI
(250,000 desktop/ 100,000 mobile)



Promotion period: 20 Nov – 18 Dec 2022

When booking, you will receive **half of the media value** within the promotional period **on top of** an additional day - **free** of charge.

250,000 AI + **125,000 AI for free**

350,000 AI + **175,000 AI for free**

On match days of Germany as well as the semifinals & the final, the **media performance** will be **doubled**.

250,000 AI + **250,000 AI for free**

350,000 AI + **350,000 AI for free**

Take the chance now and let's chase ideas!

E-mail: digisales@heise.de | Phone: +49 [0] 511 5352-743

15% agency commission possible, no other discounts.

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