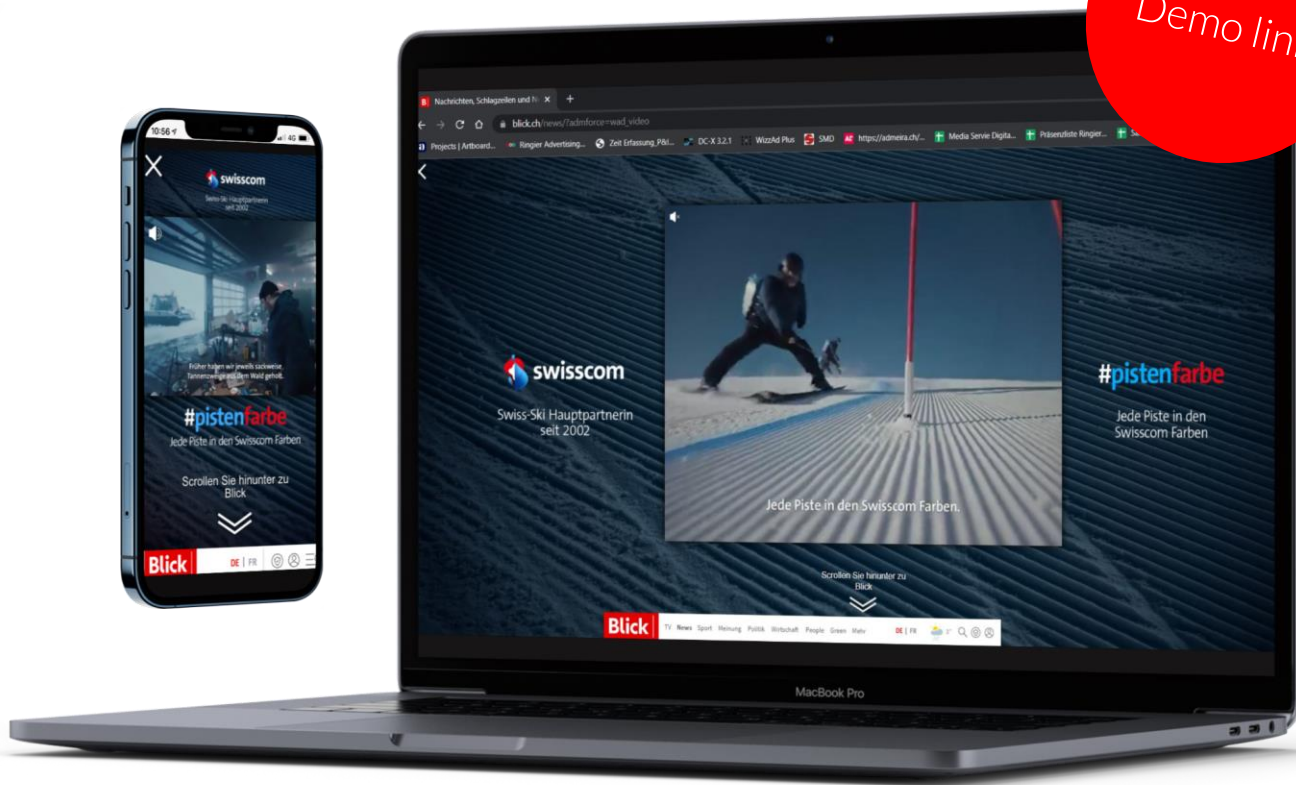


Welcome Ad Video

Demo link



...is shown to the user on the **first page called up** - regardless of whether he or she enters via the home page or a link. With **maximum space and moving image**, the ad enjoys the full attention of the user and offers your brand top visibility. To get to the website content, the user can easily **scroll down**. Doing so, the video is automatically positioned to the right of the content and thus generates **additional attention**.

Welcome Ad Video



Basic Data

Placement

Desktop and Mobile

Period

1 day

SOV

Exclusive

Frequency Capping

1 per user and day

Specifications Background image

Max. 400 KB

JPG or PNG

Without text or logo

No animation

Desktop

1920 x 1080 px

Mobile

1080 x 1920 px

Specifications Front image

Max. 400 KB

PNG

With text, CTA & logo

Transparent

Desktop

1920 x 1080 px

Mobile

1080 x 1920 px

Indication

Both the front image and the background image must be supplied.

Specifications Video

Max. 100 MB

MOV, AVI, MP4

16:9 or 4:3

At least 500 Pixel large

Price

excl. hosting and production cost*

National CHF 66'000

D-CH CHF 60'000

F-CH CHF 6'000