

# Your placement in Austria's largest voucher and deal network

LAUNCH CAMPAIGN OE24.AT/GUTSCHEINE | 2021



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# 01 Our Network / Portals



# Checkout Charlie & OE24

## MARKET ENTRY IN AUSTRIA

After 12 extraordinarily successful years on the German market and now 1.5 years on the Swiss market, the RTL subsidiary is now also taking off on the Austrian market.

Together with our media partner oe24 and Mediengruppe RTL, Checkout Charlie takes the reach of your offers to a new level since September 28<sup>th</sup> 2020.

With this step, the consumer portal from Berlin is once again successfully expanding its portfolio and will in future also be represented in the Austrian news segment.





# Media cooperation

OE24 AND RTL

**oe24.at** is one of the media brands with the greatest reach in Austria. The news portal is now expanding its offering and, with the help of Checkout Charlie, is offering its shopping-savvy users additional added value.

**RTL** will also extend the range in the TV channel.

**CHECKOUT CHARLIE**, in turn, integrates its new partner into a high-quality and exclusive environment and opens up further target groups.





TARGET GROUP OE24.AT

Description	oe24 is an online portal of the media group ÖSTERREICH. With the daily newspaper ÖSTERREICH, the magazines, the online portals of the oe24 network and the TV stations of oe24.tv as well as the radio stations "Radio Ö24" and "Antenne Salzburg", the multimedia house has advanced to become one of the most important players on the Austrian market.
Gender / Age	56,5% male / 43,5% female 54% of users are between 20 and 49 years old
Status	30.6% coverage among the employed / 31.4% among the non-employed
Level of education	34.1% of users have a high school diploma or a university degree
Reach	1,99 Mio. Unique Clients / month (30,3% total reach)
Net household income	38,1% of users have a net household income of 3.000,- € and more/month



# Gutscheine.at

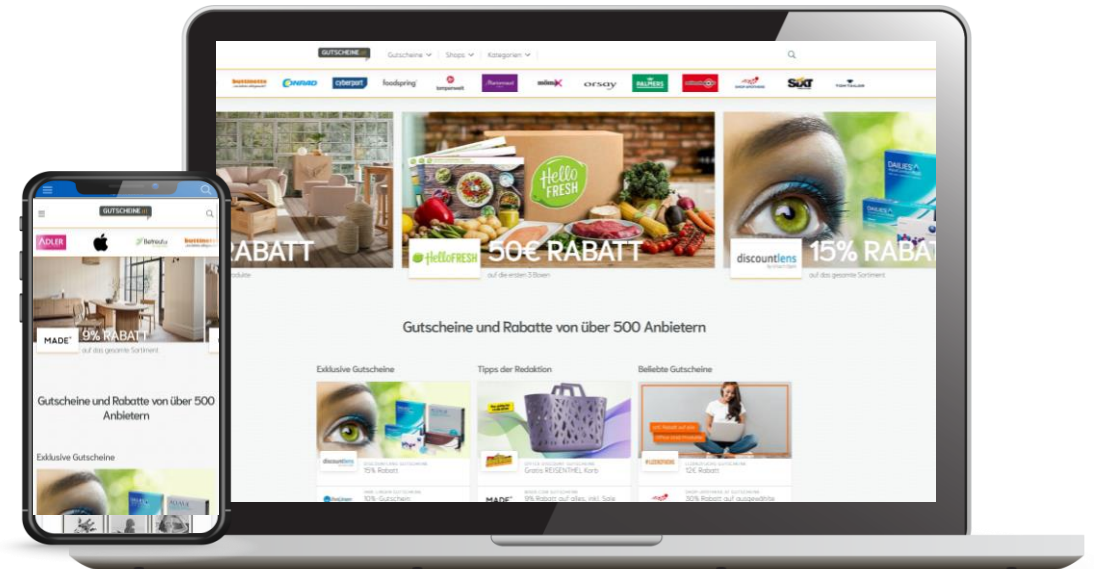
JOINT MARKETING

The GUTSCHEINE.AT portal (approx. 75,000 users / month), which has been established on the Austrian market for 5 years, is also part of Checkout Charlie GmbH and so we will be marketing both portals in Austria from a single source since September 28<sup>th</sup> 2020.

In future it will be said: one booking = coverage across 2 portals. \*

# GUTSCHEINE.at

Relaunch!





# Become a launch partner now!

WELCOME TO THE CHECKOUT CHARLIE FAMILY

Now we are celebrating the Austrian market entry together with our new reach partner oe24.at.

Now we can be found at **oe24.at/gutscheine** - and you should also benefit from this.

Be our party guests and help yourself to our range buffet, which we will make you particularly tasty with **exclusive launch offers**.

Be there with a campaign package and place your brand in a high-quality editorial environment!



## 02 Price list – launch campaign

# oe24-Gutscheine launch campaign 2021

## PRICE LIST SINGLE BOOKINGS\*

Placement	Running time	Regular price	Launch special*	Black Week
Period			01/01 – 06/30/2021	11/22 – 11/29/2021
Slider & Listing (both portals)	1 week	750,- €	350,- €	800,- €
Black Week Listing	8 days	-	-	200,- €
Top Teaser (both portals)	1 week	250,- €	125,- €	300,- €
Widget (3er-Slot) (on oe24.at)	6 days (Mo/Tue & Thu-Su)	400,- €	350,- €	500,- €
Widget (DotD) (on oe24.at)	1 day (Wed)	500,- €	475,- €	-
Native Ads (on oe24.at)	1 week	2'499,- €	2.499,- €	2.499,- €
Co-Branded Banner (on oe24.at)	1 week	4'999,- €	4.999,- €	4.999,- €
Konsolen-Patronanz (on oe24.at)	1 day	1.990,- €	1.990,- €	1.990,- €
Logo in TV-Spot (period not fixed yet)	1 x 2 weeks	4.999,- €	-	-

# Our launch packages

SAVE YOUR LIGHT-, MEDIUM- OR PREMIUM PACKAGE – DURATION: 01/01 – 06/30/2021\*

Light

OE24.AT/GUTSCHEINE

7 days Top Teaser Homepage

OE24.AT

6 days Widget (3er Slot) oe24.at  
(further Info Slide 17)

1 day Konsolen-Patronanz oe24.at  
(further Info Slide 21)

GUTSCHEINE.AT

7 days Top Teaser Homepage

instead ~~2,465€~~ **2,300€ \***

Medium

OE24.AT/GUTSCHEINE

7 days Slider Homepage

7 days Listing Homepage

OE24.AT

6 days Widget (3er Slot) oe24.at  
(further Info Slide 17)

1 day Widget (DotD) oe24.at  
(further Info Slide 18)

1 day Konsolen-Patronanz oe24.at  
(further Info Slide 21)

GUTSCHEINE.AT

7 days Slider Homepage

7 days Listing Homepage

instead ~~3,165€~~ **2,650€ \***

Premium

OE24.AT/GUTSCHEINE

7 days Slider Homepage

7 days Listing Homepage

OE24.AT

6 days Widget (3er-Slot) oe24.at  
(further Info Slide 17)

1 day Widget (DotD) oe24.at  
(further Info Slide 18)

1 day Konsolen-Patronanz oe24.at  
(further Info Slide 21)

TV

14 days Logo in TV-Spot Channels RTL-Group

GUTSCHEINE.AT

7 days Slider Homepage

7 days Listing Homepage

instead ~~7,664€~~ **6,800€ \***



# Black Week special 2021

SAVE YOUR LIGHT- OR PREMIUM PACKAGE (INCL. SINGLES DAY) – DURATION: 11/22 – 11/29/2021\*



Light

OE24.AT/GUTSCHEINE

8 days

Top Teaser

Homepage

8 days



BW-Listing

BW Landingpage

GUTSCHEINE.AT

8 days

Top Teaser

Homepage

~~500,- €~~ 450,- € \*

Premium

OE24.AT/GUTSCHEINE

8 days

Top Teaser

Homepage

8 days



BW-Listing

BW-Landingpage

GUTSCHEINE.AT

8 days

Top Teaser

Homepage

**+ Singles Day week from 11/08 – 11/14**

OE24.AT/GUTSCHEINE

7 days

Top Teaser

Homepage

OE24.AT

7 days

Widget (3er-Slot)

oe24.at

GUTSCHEINE.AT

7 days

Top Teaser

Homepage

~~975,- €~~ 850,- € \*

# Our reach packages

SAVE YOUR LIGHT- OR PREMIUM PACKAGE – DURATION: 01/01– 06/30/2021\*

## OE24.AT/GUTSCHEINE

7 days	Top Teaser	Homepage
--------	------------	----------

## OE24.AT

6 days	Widget (3er Slot) (further Info Slide 17)	oe24.at
--------	--	---------

1 day	Konsolen-Patronanz (further Info Slide 21)	oe24.at
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## GUTSCHEINE.AT

7 days	Top Teaser	Homepage
--------	------------	----------

Light

instead ~~2,465€~~ **2,300€ \***

## OE24.AT/GUTSCHEINE

7 days	Slider	Homepage
--------	--------	----------

7 days	Listing	Homepage
--------	---------	----------

## OE24.AT

1 day	Widget (DotD) (further Info Slide 18)	oe24.at
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7 days	Co-Branded Banner (further Info Slide 19)	oe24.at
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7 days	Konsolen-Patronanz (further Info Slide 21)	oe24.at
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## GUTSCHEINE.AT

7 days	Slider	Homepage
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7 days	Listing	Homepage
--------	---------	----------

Premium

instead ~~7,814€~~ **7,000€ \***

# Our content packages

SAVE YOUR LIGHT- OR PREMIUM PACKAGE – DURATION: 01/01– 06/30/2021\*

OE24.AT/GUTSCHEINE

7 days

Top Teaser

Homepage

OE24.AT

28 days

ITC (incl. editorial prepared article (further Info Slide 22))

oe24.at/shopping24

GUTSCHEINE.AT

7 days

Top Teaser

Homepage

Light

~~instead 10,000 €~~ 2,000 € \*

OE24.AT/GUTSCHEINE

7 days

Top Teaser

Homepage

OE24.AT

7 days

Widget (3er-Slot)

oe24.at

28 days

ITC (incl. editorial prepared article (further Info Slide 22))

oe24.at/shopping24

1 day

Konsolen-Patronanz (further Info Slide 21)

oe24.at

GUTSCHEINE.AT

7 days

Top Teaser

Homepage

Premium

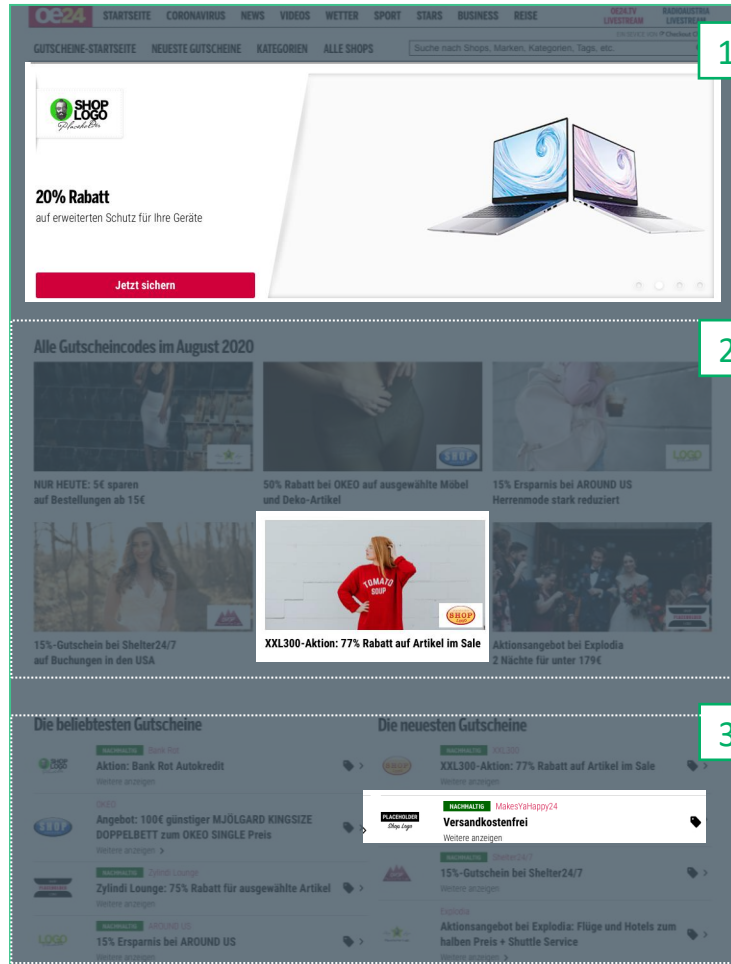
~~instead 19,200 €~~ 3,000 € \*

# 03 Placements



# Placements – Homepage

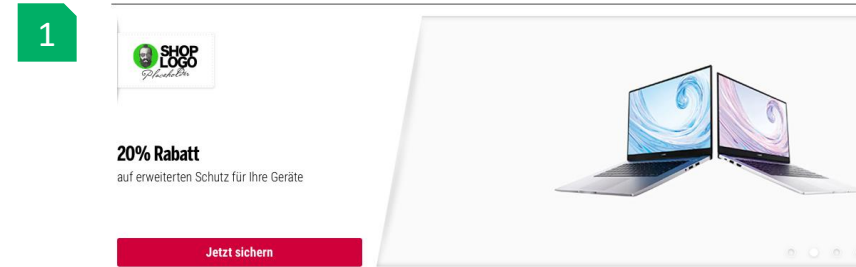
STAGING ON OE24.AT/GUTSCHEINE



1 Slider  
(rolling)

2 Top-3 Teaser

3 Listing



1



2



3



- › Slider: One of 4 attention-grabbing slider placements
- › Top Teaser: One of 6 central image placements
- › Listing: The current top offers including logo

Duration of each booking: 1 week

# Placements – Black Week Listing

STAGING ON OE24.AT/GUTSCHEINE/BLACK-WEEK



1

BLACK DEAL MADE.COM

20% Rabatt bei  
MADE.COM

Weitere anzeigen >



Listing

› Black Week offer listing on the  
Black Friday LP at  
oe24.at/gutscheine/black-week

Duration max. 11/22 – 11/29

Price single booking: 200,- €

# Placements – oe24.at

OE24.AT – WIDGET 3ER-SLOT



1  
Widget  
(3er-Slot)



## CONDITIONS

Minimum booking volume	400 € (normal price)*
Running time	Mo. 00:00 o'clock bis Tue. 23:59 o'clock & Thu. 00:00 o'clock bis Su. 23:59 o'clock
Reach	2.5 Mio. Als / running time
Price per Slot	400 €
Delivery content	5 Working days before placement
Specifications	a) Layout at article level (Desktop & Mobile) b) no targeting possible

# Placements – oe24.at

OE24.AT – WIDGET DEAL OF THE DAY



Widget  
(Deal of the Day)

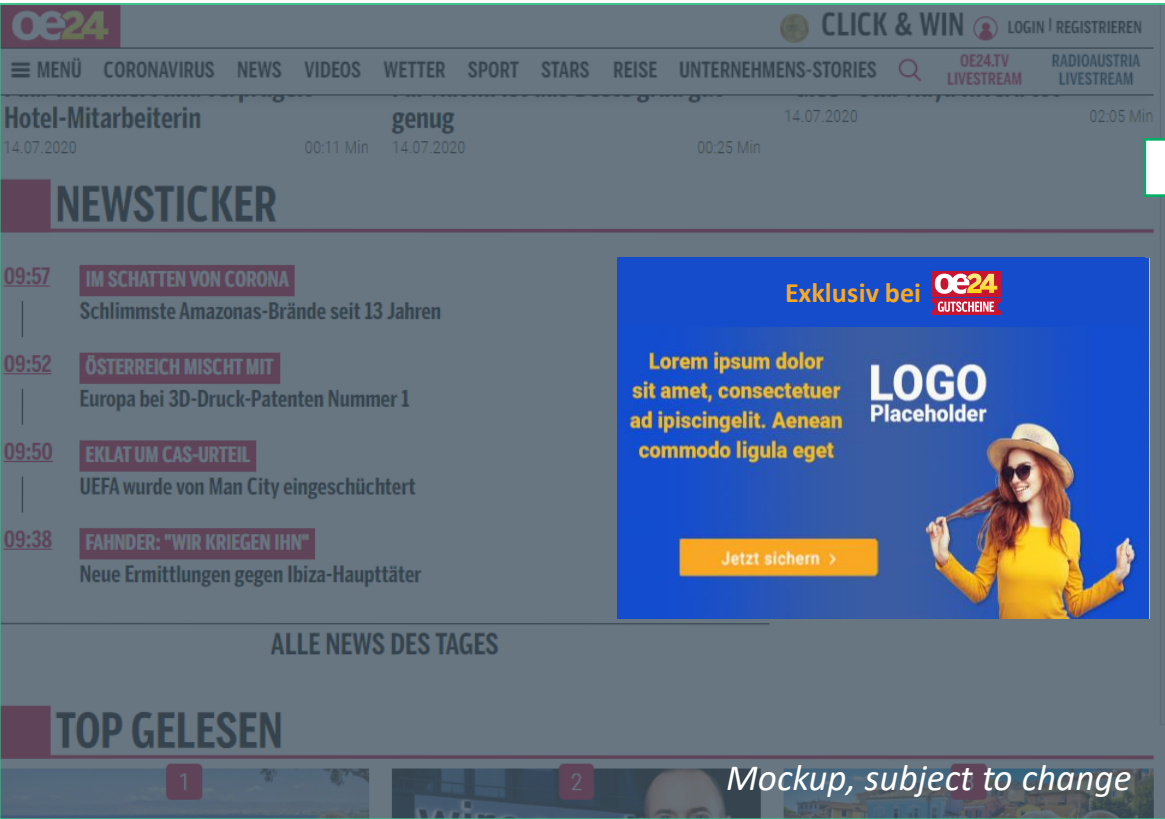
## CONDITIONS

Minimum booking volume	500 € (normal price)*
Running time	Wed. 00:00 o'clock to Wed. 23:59 o'clock
Reach	1 Mio. Als / running time
Price per Slot	500 €
Delivery content	5 Working days before placement
Specifications	a) Layout at article level (Desktop & Mobile) b) no targeting possible



# Placements – oe24.at

REACH BOOSTER FOR YOUR SHOP - BANNER ADVERTISING ON OE24.AT



1

Co-Branded Banner Ads\*

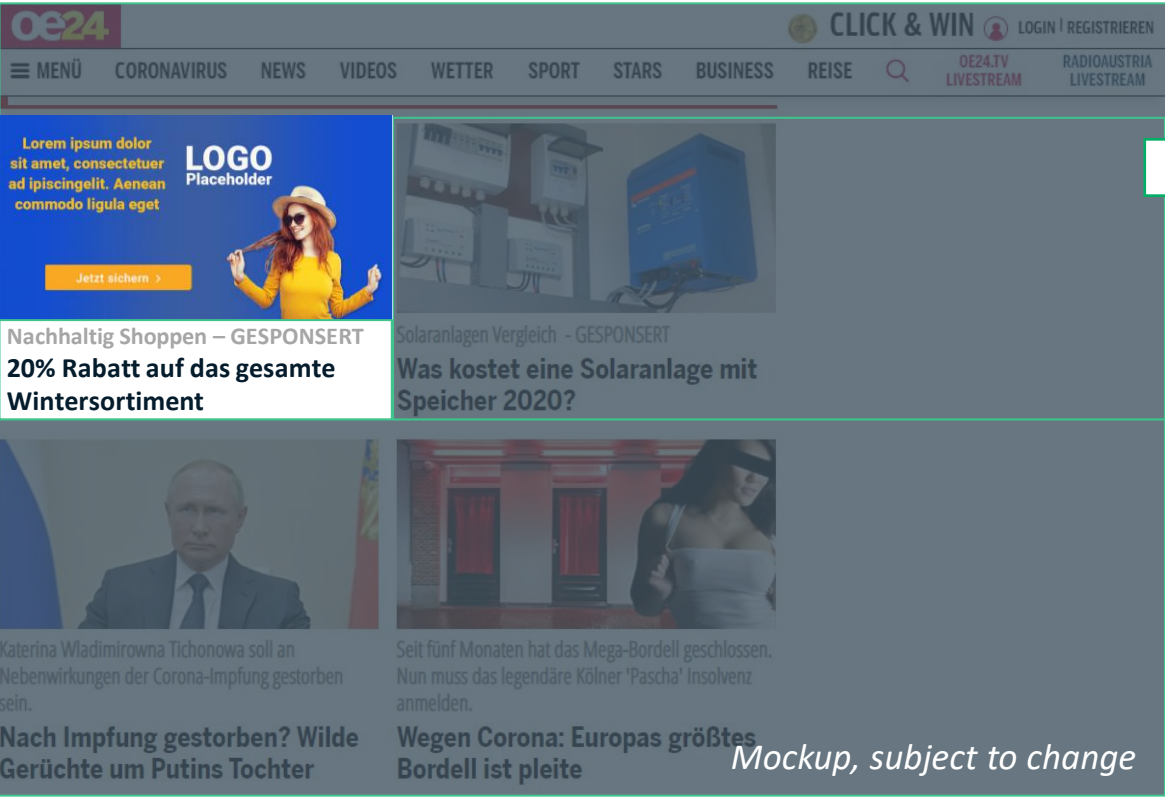


## CONDITIONS

Promotion of your campaign on oe24.at (including banner creation) with oe24-Gutscheine co-branding	
Minimum booking volume	4,999.- € (≧ 10.- € CPM)
Running time	7 Days
Reach	Guaranteed reach 500,000 AIs
Delivery content	5 Working days before placement
Specifications	a) Halfpage Ad, Billboard b) no targeting possible

# Placements – oe24.at

REACH BOOSTER FOR YOUR SHOP– NATIVE ADS ON OE24.AT



Native Ads\*

## CONDITIONS

Promotion of your campaign on oe24.at (incl. Text creation) with oe24-Gutscheine co-branding

Minimum booking volume 2,499.- € (≧ 5.- € CPM instead 35.- € CPM)

Running time 7 Days

Reach approx. 500,000 AIs

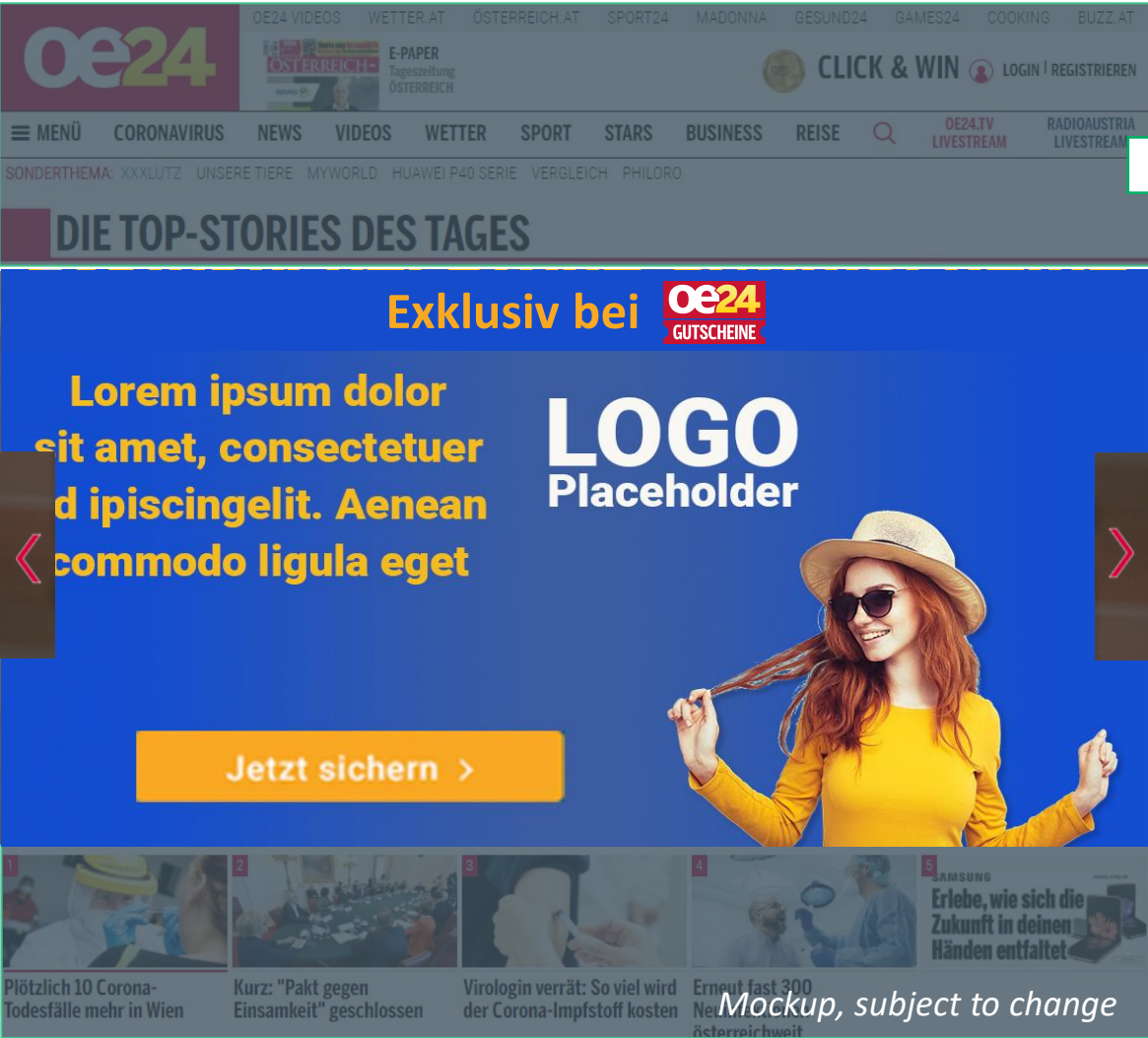
Delivery content 5 Working days before placement

Specifications RON Desktop & Mobile

22 \* Can only be booked in conjunction with an exclusive voucher campaign, which is only played on oe24.at/gutscheine/

# Placements – oe24.at

REACH BOOSTER FOR YOUR SHOP – KONSOLEN PATRONANZ ON OE24.AT



Konsolen Patronanz\*



## CONDITIONS

Promotion of your campaign on oe24.at (including creation of advertising material) with oe24-Gutscheine co-branding	
Minimum booking volume	Daily fixed placement for 1,990.- € (instead 9,900.—€)
Running time	1 Day
Reach	approx. 300;000 AI (Desktop & Mobile)
Delivery content	5 Working days before placement
Specifications	Home page slider at „TOP-STORIES DES TAGES“

23 \* Can only be booked in conjunction with an exclusive voucher campaign, which is only played on oe24.at/gutscheine/

# Placements – oe24.at

CONTENT IS KING – IMAGE-TEXT COMBINATION INCL. EDITORIAL EDITED ARTICLE AT OE24.AT/SHOPPING24



1 Image-Text Combination\*



2 Editorial edited article\*



## CONDITIONS

Promotion of your campaign on [oe24.at/shopping24](https://oe24.at/shopping24) (incl. creation of advertising material) with oe24 vouchers co-branding, as well as the creation of a functional article (oe24 editorial team), which is displayed in the corresponding category on oe24.at

Minimum booking volume

Term placement can only be booked in the corresponding content package (Slide 14)

Running time

28 days

Delivery content

5 Working days before placement

Specifications

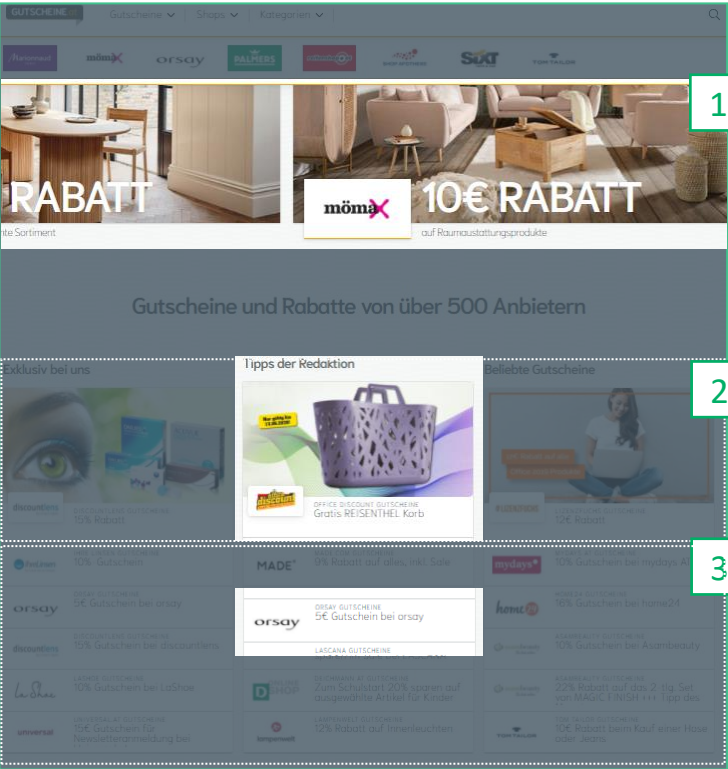
All Image-text combinations directly on [www.oe24.at/shopping24/](https://www.oe24.at/shopping24/) / content articles in the respective category on oe24.at

24 \*can only be booked in conjunction with a promotion that is also played on [oe24.at/gutscheine/](https://oe24.at/gutscheine/)



# Placements – Homepage

STAGING ON GUTSCHEINE.AT



1 Slider (rolling)

2 Top-3 Teaser

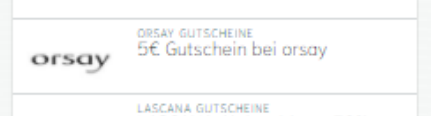
3 Listing



1



2



3



- › Slider: One of 4 attention-grabbing slider placements
- › Top Teaser: One of 3 central image placements
- › Listing: The current top offers including logo

Duration of each booking: 1 week

# TV commercial

WE ALSO GO ON AIR IN AUSTRIA

€ 100,000  
Gross  
media  
volume

oe24  
GUTSCHEINE

We offer **advertisers** the opportunity to take a seat in one of the first rows in order to get the maximum **attention** of TV viewers.

The spot clarifies the value proposition of the offer and addresses the online shops, which is visually underlined by the **brand logos**. In addition, the functionality of vouchers is visualized on an **exemplary shop** to make the simplicity clear.



# TV commercial

WE ALSO GO ON AIR IN AUSTRIA



## Logo placement in the TV commercial

- › Logos of well-known shops are faded in one after the other and brought into focus with an animated “pulse”.
- › Limited to 4 brands (visibility / brand min. 2 sec.)
- › Offer "first come, first serve": The person making the first reservation receives the display of his shop integration at no additional cost.

Price: 4,999.- €\*

\*effective price see price list slide 11 (respective period)

# Special: Single merchant TV commercial

BE A PART OF OUR SPOT

Currently  
€ 100,000  
Gross  
media  
volume

LOGO

PLACEHOLDER

**10 € Geschenkgutschein**

*Für das gesamte Sortiment*

Jetzt sichern

## Single merchant TV commercial




- › Illustration of your shop and your discount campaign as a recommendation for oe24 vouchers
- › Limited to 1 brand
- › Gross media volume € 50,000
- › Including spot production (10 sec.) With stock materials

**Price: 25,000.- €**

## 04 Information / Contact

# You wanna choin?

## WHAT WE NEED FROM YOU

1.  Your binding registration. Please always register bookings at least 1 week in advance (if still available).
2.  A great offer during the campaign period, preferably with unique CSV codes (for voucher campaigns).
3.  Your logo as an eps file (if we don't already have it) & images for the campaign.

**Delivery ALWAYS no later than Wednesday (EOB) in the week BEFORE booking.**

# Specifications

## WHAT WE NEED FROM YOU



Slider / Top Teaser / Widget

- Moodbild 700px x 350px (without text, Logo, CTA)

Konsolen-Patronanz

- Moodbild 960 px x 480 px (without text, Logo, CTA)

# Contact

REGIONAL LEAD SWITZERLAND & AUSTRIA



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Made  
with   
for 