

**1 Web-Address (URL):** www.fahrschule-online.de

**2 Short characterization:**

Comprehensive Internet offer for driving-school owners and driving instructors. Daily updates of news and background reports, product databases, association news, jurisdiction and much more for opinion-leaders, advisers and decision makers in driving schools.

**3 Publishing company:** Springer Transport Media GmbH  
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**5 Access control:** -

**6 Numbers of hits:** visits: 14,366 (July 2008)  
page impressions: 66,719 (July 2008)

**7. Ad forms and prices:**

**7.1 Banner advertisements**

Types of ads	Pixel size	CPM €*
1 <b>Advertorial + Logo (GIF)</b>	300 x 115	55.00
2 <b>Rectangle</b>	300 x 250	75.00
3 <b>Video Rectangle</b> (polite streaming)	300 x 250	75.00
4 <b>Expandable Rectangle</b> (to the left side)	630 x 250	100.00
5 <b>Expandable Rectangle</b> (at the bottom left)	630 x 350	125.00
6 <b>Layer Ad + Rectangle Reminder</b>	on request	150.00
7 <b>Half Page</b>	300 x 600	150.00
8 <b>Expandable Half Page</b>	630 x 600	on request
9 <b>Road Block</b> (two Rectangles)	300 x 250 (2x)	150.00
10 <b>Corner Ad Large</b>	on request	

\*Current prices from Oct 1, 2008; CPM = cost per thousand impressions. All prices are plus VAT.

**Technical specifications:**

- File formats: swf, gif, jpg, html, tag-code (redirect)
- Alternatives: gif, jpg
- File size: up to 80 kb
- Fitting of the click tag
- Audio-files (they can be activated and deactivated by the user)
- Target-URL
- File delivery: 5 working days before the beginning of the campaign

**7.2 Newsletter advertisements**

**Newsletter subscriber:** 2,460 (July 2008)

Types of ads	Pixel size	CPM €*
1 <b>Rectangle</b>	300 x 250	75.00
2 <b>Horizontal/Fullsizebanner</b>	650 x 150	75.00
3 <b>Text ad large plus logo/picture</b>	650 x 150	75.00
4 <b>Text ad small plus logo/picture</b>	300 x 115	55.00

\* Current prices from Oct 1, 2008; CPM = cost per thousand impressions. All prices are plus VAT.

**Technical specifications:**

- File formats: animated or static gif/jpg-files
- File size: up to 30 kb
- Alternative text, for all not-html-User (max. 700 characters incl. all space characters and paragraph)
- Target-URL
- File delivery: 2 working days before publication

Text ad small: headline: max. 30 characters  
Text: max. 240 characters incl. all blank lines and paragraphs  
Logo/Picture: 80 x 20 pixel or 40 x 40 pixel

Text ad large: headline: max. 60 characters  
Text: max. 700 characters incl. all blank lines and paragraphs  
Logo/Picture: 130 x 80 pixel or 60 x 80 pixel

**8 Basic Entry as Fahrschul Partner**

**Vehicles – Supplier/Accessories – Service Provider**

- Contact addresses and contact persons –free of charge
- Company logo
- Further information
- Vehicles/products suitable for exams and their conditions
- Link to your own website/driving school portal
- Link to the main retailers
- Prices on request

For more information visit [www.mediacentrum.de](http://www.mediacentrum.de)