Media-**Information** 2009

Online Ad Forms Page 1

1 Web-Address (URL): www.verkehrsrundschau.de

2 Short charaterization:

Target-group-specific Internet offer for decision makers in the transport and logistics industry. Daily updates with the latest news, background information and special issues with product databases, downloads, foto galeries, job markets and further information pertaining to the industry sector.

3 Target group:

Decision makers in all companies involved in organizing logistics supply chains: carriers, haulage contractors, and logistics service providers, transport companies on own accounts, logisticians in industry and trade as well as courier, express, parcels services and workshops.

4 Publishing house: Springer Transport Media GmbH

Neumarkter Str. 18, 81673 Munich, Germany

online-inserate-hvogel@springer.com

5 Contact person: Andrea Volz

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certified online service since August 2007 6 Access control:

7 Numbers of hits: Visits: 125,101 (July 2008)

Page impressions: 439,745 (July 2008)

8. Ad forms and prices:

8.1 Banner advertisements

011	or banner auverusements				
Types of ads		Pixel size	CPM €*		
1	Advertorial + Logo (GIF)	300 x 115	55		
2	Rectangle	300 x 250	75		
3	Video Rectangle (polite streaming)	300 x 250	75		
4	Expandable Rectangle (to the left side)	630 x 250	100		
5	Expandable Rectangle (at the bottom left)	630 x 350	125		
6	Layer Ad + Rectangle Reminder	on request	150		
7	Half Page	300 x 600	150		
8	Expandable Half Page	630 x 600	on request		
9	Road Block (two Rectangles)	300 x 250 (2x)	150		
10	Corner Ad Large	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

8.2 Newsletter advertisements

Short characterization:

VerkehrsRundschau Online informs the decision makers and executive managers workdaily with a up-to-date and informative newsletter.

Newsletter subscribers:

9,324 (July 2008)

Ty	pes of ads	Pixel size	CPM €*
1	Rectangle	300 x 250	75
2	Horizontal/Fullsizebanner	650 x 150	75
3	Text ad large plus logo/picture	650 x 150	75
4	Text ad small plus logo/picture	300 x 115	55

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

Technical specifications newsletter:

- 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 advertisement small:

Headline: max. 30 characters

max. 240 characters incl. all blank lines and paragraphs Text:

Logo/Picture: 80 x 20 pixel or 40 x 40 pixel

Text advertisement large:

Headline: max. 60 characters

max. 700 characters incl. all blank lines and paragraphs Text:

Logo/Picture: 130 x 80 pixel or 60 x 80 pixel

For more information visit www.mediacentrum.de.



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9 Seminar entries:

Training entry with logo, seminar description, target group, subjects covered, contact person, fees, lecturers, direct link to booking form, and more.

Pricing example: 1-10 entries at $59.00 \notin$ each

11 - 20 entries at 54.00 € each over 20 entries at 49.00 € each

10 eShop:

Product advertising with link; advert box 300 x 115 pixel

Pricing example: 199.00 € per month

- when booking 12 months:
- when booking more than 4 boxes:
15 % discount
10 % discount

11 Job market

Job advertisement

Pricing example 1:	Pricing example 2:	Pricing example 3:	
Advert on corporate portal	Advert on corporate portal and "JobWare"	Printed job advert => At an additional charge of 200 €, this will be included in our corporate online portal	
495.00 €Duration: 4 weeks	995.00 €Duration: 4 weeks		

12 Industry guide

The portal of VerkehrsRundschau offers a variegated portfolio of industry overviews and product catalogues.

- Virtual business cards with logo, link and company's USP
- Extended company portrait with lifestyle pictures and included video
- Illustration and linking of entire distribution chain within the individual industry and product indexes (industry, distribution partners, products)
- All products can be booked as a print and online combination

Minimum entry: Business card at only 15.00 € per month Further options can be booked in addition

13 Info lines

Complex special topics are prepared for our online magazine by our editorial team in a compact and multimedial way.

Cooperation partners are given the opportunity to present their current campaigns exclusively, apart from neutrally written topics.

Additionally, interviews or other topical contributions can be added to the contents of the info lines.

Prices on request

14 Micro sites

The campaign is graphically embedded into the appearance of VerkehrsRundschau. This strong brand name can thus be used to reach communication and distribution targets.

Possibilities:

- Including videos
- Interaction with online applications and forms within the micro site
- Direct customer acquisition with linked applications to your portal pages
- Providing download areas for product brochures etc.



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15 Area sponsoring

The portal of VerkehrsRundschau offers users not only the day's latest news, but also a high usage value with target group-oriented databases, applications and download areas.

Examples:

- Online cost-of-ownership calculator for commercial vehicles
- CEP check: interactive rating portal for courier, express and parcel services => detailed information on request

16 WebTV - Experience information

- WebTV offers high-quality information and entertainment
- High-quality specialised information is made available in familiar TV quality
- Features are available around the clock and can be retrieved for up to one year
- WebTV is the ideal way to make your media mix perfect
- As first supplier on a market relevant for the target group of the transport and logistics industry, you profit by the high amount of attention you will attract
- Our online service "www.verkehrsrundschau.de" with its high coverage guarantees a high distribution of your advertisement message

Possibilities:		Over the entire year	For trade fairs:
•	Creating and putting online image	X	X
	features		
•	Company portrait	X	
•	Product introduction	X	X
•	Sponsoring of daily trade fair news		X
•	Exhibitor's portrait		X
•	"Under discussion"		X
•	Putting your press conference online		X

Your advantages:

- Effectively addressing customers by offering them a holistic experience in a familiar TV format
- attractive editorial environment
- secured attention
- manifold uses
- Downstream exploitation rights without additional charge

- Best value for money
- Minimal wastage, high target-group affinity
- Expert advice, production, and broadcasting all in one hand

On selected trade fairs, we offer sponsoring of news broadcasts, the creation of company portraits, or filming conversations, which will then be made available on our online platform "www.verkehrsrundschau.de" for one year.

Sponsoring of **news broadcasts**: In the opening and end credits of the feature, a short advertisement clip of 25 seconds maximum of the customer is shown.

Charges for news sponsoring:

3 news broadcasts 5,400.00 € each 2 news broadcasts 5,900.00 € each 1 news broadcast 6,500.00 €

For an **exhibitor's portrait** or **"Under discussion"**, our film team will shoot a feature of about 3-5 minutes at the customer's stand.

Charges for company portrait:

Duration of 3-5 minutes 5,100.00 €

Apart from making your web presence available via our online service, we take over the entire handling and production from A to Z. You tell us your wishes, and we will see to the details.

For more information, see www.mediacentrum.de