

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

2 Numbers of hits: Visits: 14,264 / month November 2009
Page impressions: 57,786 / month November 2009

3 Ad forms and prices:

3.1. Banner advertisements:

4 Contact person: Andrea Volz
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Types of ads	Pixel size	CPM €*
1 Text ads + Logo (GIF)	300 x 115	55.-
2 Rectangle/Video Rectangel (polite streaming)	300 x 250	75.-
3 Expandable Rectangle (to the left side)	630 x 250	100.-
4 Expandable Rectangle (at the bottom left)	630 x 350	125.-
5 Layer Ad + Rectangle Reminder	400 x 400	150.-
6 Half Page	300 x 600	150.-
7 Expandable Half Page	630 x 600	On request
8 Road Block (two Rectangles)	300 x 250 (2x)	150.-
9 Corner Ad Large	On request	

* Current prices from Oct 1, 2009; 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

6.2 Newsletter advertisements

Newsletter subscriber: 2,640 / month November 2009

Types of ads	Pixel size	€*
1 Rectangle	300 x 250	199.-
2 Horizontal/Fullsizebanner or text ad plus logo/picture	650 x 150	199.-

* Current prices from Oct 1, 2009; 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 paragraphs)
- Target-URL
- File delivery: 2 working days before publication

For more information visit www.mediacentrum.de