

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

2 Short characterization:

Up-to-date contents – comprehensive interactivity.
 www.trucker.de is the Internet community for 600,000 professional truck drivers covering short and long distances. Here, the user finds everything pertaining to the world of commercial vehicles.

3 Target group: Trucker in long- and short distance traffic

4 Publishing house: Verlag Heinrich Vogel
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certified online service since August 2007

6 Access control:

7 Numbers of hits: visits: 74,534 (September 2009)
 page impressions: 1,466,390 (September 2009)

8. Ad forms and prices:

8.1 Banner advertisements

Types of ads	Pixel size	CPM €*
1 Advertorial + Logo (GIF)	300 x 115	35.00
2 Rectangle/Video Rectangle	300 x 250	50.00
3 Expandable Rectangle (to the left side)	630 x 250	75.00
4 Expandable Rectangle (at the bottom left)	630 x 350	100.00
5 Layer Ad + Rectangle Reminder	on request	125.00
6 Half Page	300 x 600	125.00
7 Expandable Half Page	630 x 600	on request
8 Road Block (two Rectangles)	300 x 250 (2x)	125.00

9	Corner Ad Large	on request
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*Current prices from Oct 1, 2009; CPM = cost per thousand impressions. All prices are plus VAT.

Technical specifications banner:

- 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

Newsletter subscribers:
 2,730 (October 2009)

Types of ads	Pixel size	€*
1 Rectangle	300 x 250	199.00
2 Horizontal/Fullsize banner/Text ad plus logo/picture	650 x 150	199.00

*Current prices from Oct 1, 2009; 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:

Headline: max. 60 characters
 Text: max. 500 characters incl. all blank lines and paragraphs
 Logo/Picture: 130 x 80 pixel or 60 x 80 pixel

9 eShop:

Product advertising with link; advert box 300 x 115 px

Pricing example:

- when booking 12 months:

- when booking more than 4 boxes:

€ 199.00 per month

15 % discount

10 % discount

10 Job market

Job advertisement

Pricing example 1:	Pricing example 2:
<ul style="list-style-type: none"> • Advert on corporate portal • 495.00 € • Duration: 4 weeks 	<ul style="list-style-type: none"> • Printed job advert => At an additional charge of 200.- €, this will be included in our corporate online portal

For more information visit www.mediacentrum.de