Online Ad Forms Page 1

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

### 2 Short characterization:

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, photo galleries, 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:** Verlag Heinrich Vogel

Springer Fachmedien München GmbH Aschauer Str. 30, 81549 Munich, Germany online-inserate-hvogel@springer.com

**5 Contact person:** Andrea Volz

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**7 Numbers of hits:** Visits: 177.243 (August 2010)

Page impressions: 551.772 (August 2010)

# 8. Ad forms and prices:

# 8.1 Banner advertisements

0.1	MI Buillet du vertigements				
Types of ads		Pixel size	<b>CPM</b> €*		
1	Text ad + Logo (GIF)	300 x 115	55		
2	Rectangle/Video Rectangle	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	on request	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	Wallpaper	on request	150,-		
10	Corner Ad Large	on request			

<sup>\*</sup> Current prices from Oct 1, 2010; CPM = cost per 1,000 impressions. All prices are plus VAT.

### **Technical specifications:**

- File formats: swf, gif, jpg, html, tag-code (redirect)
- Alternatives: gif, jpgFile 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:**

11,057 (August 2010)

Types of ads		Pixel size	€*
1	Rectangle	300 x 250	499.00
2	Horizontal/Fullsize banneror Text ad	650 x 150	499.00
3	Classified ad	on request	on request

<sup>\*</sup> Current prices from Oct 1, 2010; 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 large:

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

For more information visit www.mediacentrum.de.



# Media Information 2011

Online Page 2

### 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  $\in$  each

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

## 10 Marketplace (eShop):

Product advertising with link; advert box 300 x 115 pixel

Pricing example: 199.00 €per month
- when booking 12 months: 15 % discount
- when booking more than 4 boxes: 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	
<ul><li>495.00 €</li><li>Duration: 4 weeks</li></ul>	<ul><li>995.00 €</li><li>Duration: 4 weeks</li></ul>		

## 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 29.00 €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.

Prices on request

# 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

For more information visit www.mediacentrum.de