

**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, foto 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  
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**6 Access control:**



certified online service since August 2007

**7 Numbers of hits:**

Visits: 188,767 (September 2009)  
 Page impressions: 672,066 (September 2009)

**8. Ad forms and prices:**

**8.1 Banner advertisements**

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

**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:**

11,545 (September 2009)

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

\* Current prices from Oct 1, 2008; 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](http://www.mediacentrum.de).

