

1 Web-Address (URL): www.fahrschule-online.de

2 Short characterization:

Comprehensive Internet offer for driving-school owners and driving instructors.
Daily updates of news and background reports, product databases, association news, jurisdiction and much more for opinion-leaders, advisers and decision makers in driving schools.

3 Publishing company: Springer Transport Media GmbH
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5 Access control: -

6 Numbers of hits: visits: 14,366 (July 2008)
page impressions: 66,719 (July 2008)

7. Ad forms and prices:

7.1 Banner advertisements

Types of ads	Pixel size	CPM €*
1 Advertorial + Logo (GIF)	300 x 115	55.00
2 Rectangle	300 x 250	75.00
3 Video Rectangle (polite streaming)	300 x 250	75.00
4 Expandable Rectangle (to the left side)	630 x 250	100.00
5 Expandable Rectangle (at the bottom left)	630 x 350	125.00
6 Layer Ad + Rectangle Reminder	on request	150.00
7 Half Page	300 x 600	150.00
8 Expandable Half Page	630 x 600	on request
9 Road Block (two Rectangles)	300 x 250 (2x)	150.00
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

7.2 Newsletter advertisements

Newsletter subscriber: 2,460 (July 2008)

Types of ads	Pixel size	CPM €*
1 Rectangle	300 x 250	75.00
2 Horizontal/Fullsizebanner	650 x 150	75.00
3 Text ad large plus logo/picture	650 x 250	75.00
4 Text ad small plus logo/picture	300 x 115	55.00

* Current prices from Oct 1, 2008; CPM = cost per thousand impressions. 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 paragraph)
- Target-URL
- File delivery: 2 working days before publication

Text ad small: headline: max. 30 characters
Text: max. 240 characters incl. all blank lines and paragraphs
Logo/Picture: 80 x 20 pixel or 40 x 40 pixel

Text ad large: headline: max. 60 characters
Text: max. 700 characters incl. all blank lines and paragraphs
Logo/Picture: 130 x 80 pixel or 60 x 80 pixel

8 Basic Entry as Fahrschul Partner

Vehicles – Supplier/Accessories – Service Provider

- Contact addresses and contact persons –**free of charge**
- Company logo
- Further information
- Vehicles/products suitable for exams and their conditions
- Link to your own website/driving school portal
- Link to the main retailers
- Prices on request