

1 Web-Address (URL): www.omnibusrevue.de
2 Numbers of hits: Visits: 10,816 (July 2008)
 Page impressions: 39,710 (July 2008)

3. Ad forms and prices:

3.1 Banner advertisement:

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

3.2 Newsletter advertisement

Newsletter subscriber: 1,979 / month July 2008

Types of ads	Pixel size	CPM €*
1 Rectangle	300 x 250	75.-
2 Horizontal/Fullsizebanner	650 x 150	75.-
3 Text ad large plus logo/picture	650 x 150	75.-
4 Text ad small plus logo/picture	300 x 115	55.-

* 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

4. Group tour planner TOURTIP

TOURTIP Online

Entry in www.omnibusrevue.de/tourtip

1. Complete contact information and link to your homepage
2. Detailed description (max. 1,000 characters)
3. Information about scope and service of the offer
4. Picture gallery with up to 15 photos

Print OMNIBUSREVUE aktuell & TOURTIP-Booklet of OMNIBUSREVUE

Tourtip-Specialpages in OMNIBUSREVUE *aktuell*

- Advert with picture and short information about the group offer
- 4 times a year
- Entry: 62 mm x 100 mm

TOURTIP Booklet of OMNIBUSREVUE

- Reference book
- Once a year in a special issue in DIN-A6 format
- Advert with picture and short information about the group offer
- Entry: 148 mm x 105 mm

Package-Offers

Price model 1:

- 1 year online publishing
 - 1 entry in Tourtip-Booklet
- Package price: 550.- €/year plus VAT*.

Price model 2:

- 1 year online publishing
 - 4 entries in OMNIBUSREVUE *aktuell*
- Package price: 800.- €/year plus VAT*.

Price model 3:

- 1 year online publishing
 - 4 entries in OMNIBUSREVUE *aktuell*
 - 1 entry in Tourtip-Booklet
- Package price: 1,100.- €/year plus VAT*.

*Prices net; not discountable

For more information visit www.mediacentrum.de.