

**1 Web-Address (URL):** www.omnibusrevue.de

**2 Short characterization:**

Comprehensive Internet offer for decision makers in the bus and coach industry. Daily updates of news and background reports, jurisdiction, databases with search function for bus models, business partners, industry sector datas, second hand-buses market and much more. Decision makers, consultants and deciders for public-transit bus and coach industry.

**3 Publishing house:** Verlag Heinrich Vogel  
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5 Numbers of hits: Visits: 14,264 / month November 2009  
Page impressions: 57,786 / month November 2009

**6. Ad forms and prices:**

**6.1 Banner advertisements**

Types of ads	Pixel size	CPM €*
1 <b>Advertorial + Logo (GIF)</b>	300 x 115	55.-
2 <b>Rectangle/Video Rectangel (polite streaming)</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
8 <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

**6.2 Newsletter advertisements**

**Newsletter subscriber:** 2,679 / month September 2009

Types of ads	Pixel size	€*
1 <b>Rectangle</b>	300 x 250	199.-
2 <b>Horizontal/Fullsizebanner or text ad plus logo/picture</b>	650 x 150	199.-

\* Current prices from Oct 1, 2009; 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

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