1 Web-Address (URL):   www.trucker.de

2 Short charaterization:

Up-to-date contents – comprehensive interactivity.
www.trucker.de is the Internet community for 600,000 professional truck drivers covering short and long distances. Here, the user finds everything pertaining to the world of commercial vehicles.

3 Target group: Trucker in long- and short distance traffic

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
Phone: +49 89/20 30 43 - 21 24
Fax.   +49 89/20 30 43 - 23 98
E-mail: andrea.volz@springer.com

6 Access control: certified online service since August 2007

7 Numbers of hits: visits: 125,686 (September 2010)
page impressions: 1,445,343 (September 2010)

8. Ad forms and prices:

8.1 Banner advertisements

	Types of ads	Pixel size	CPM €*
1	**Advertorial + Logo** (GIF)	300 x 115	35.00
2	**Rectangle/Video Rectangle**	300 x 250	50.00
3	**Expandable Rectangle** (to the left side)	630 x 250	75.00
4	**Expandable Rectangle** (at the bottom left)	630 x 350	100.00
5	**Layer Ad + Rectangle Reminder**	on request	125.00
6	**Half Page**	300 x 600	125.00
7	**Expandable Half Page**	630 x 600	on request
8	**Road Block** (two Rectangles)	300 x 250 (2x)	125.00
9	**Wallpaper**	on request	125.00
10	**Corner Ad Large**	on request	on request

*Current prices from Oct 1, 2010; CPM = cost per thousand impressions. All prices are plus VAT.

Technical specifications banner:
- 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

Newsletter subscribers:
6,332 (October 2010)

	Types of ads	Pixel size	€*
1	**Rectangle**	300 x 250	199.00
2	**Horizontal/Fullsize banner/Text ad plus logo/picture**	650 x 150	199.00

*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:
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

9 eShop:
Product advertising with link; advert box 300 x 115 px

Pricing example: € 199.00 per month
- when booking 12 months: 15 % discount
- when booking more than 4 boxes: 10 % discount