



www.firmenauto.de

Mercedes CLS Shooting Brake
Der Kombi für die Chefetage

Daumen hoch!
FIRMENAUTO jetzt auch auf Facebook

Hintergrund
Gewährleistung ist keine Garantie

Dialogforum Fuhrpark- und Flottenmanagement
Trends und Entwicklungen im Fuhrpark

Plug-in-Hybride
Tolle Technik, dünnes Angebot



Fahrbericht
... mehr

Fahrbericht Mitsubishi Outlander
Rund gemacht
Die dritte Generation des
... ländler trägt Mitsubishis

Fahrbericht Renault Clio
Schicker Individualist
Der neue Clio ist das erste
Auto im neuen Renault-Design

www.firmenauto.de
The Website for
Passenger Car Fleets



1. Web Address (URL)

www.firmenauto.de

2. Characteristics

At www.firmenauto.de the company is the centre of attention. Cost-conscious management and constantly improving vehicle techniques make it a complex and challenging task to manage a fleet and choose the adequate company car.

www.firmenauto.de offers valuable advice for managing fleets and finding a suitable partner for external fleet management.

3. Target Groups

Fleet managers and professionals for passenger car fleets.

4. Publishing Company

EuroTransportMedia
Verlags- und Veranstaltungs-GmbH
Handwerkstr. 15
70565 Stuttgart, Germany

Phone: +49. 711. 7 84 98 96
Fax: +49. 711. 7 84 98 29
www.eurotransport.de

5. Contact

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6. Access Evaluation

Websites with OpenX-AdServer offer independent Admanagement- und Ad-serving-technology for publishing houses and media agencies.



www.firmenauto.de
Media Information 2013

Online Pricelist No. 5,
valid from
1 January 2013



Trade News

Latest news on fleet management.



Passenger Car

Tests, reports, introductions, costs and information on passenger cars.



Fleet Management

Useful advice on internal as well as external fleetmanagement.



Ecofleet

Latest updates concerning alternative drives, economic driving and ecological fuel management.



Law

Legal topics on passenger car fleets.



Service

Offers information of ETM Verlag. At our shop you may find many bargains including good offers for subscriptions.



Firmenauto des Jahres

The yearly event with information and news on Europe's most important independent competitive test on company cars.



7. Access

Reporting is carried out by an external Adserver and if required by other systems, as e.g. Google Analytics.

8. External AdServer Assignment:

- Support of all Ad formats
- Reports on Impressions and Clicks

9. Advertising:

Superbanner: 728 x 90 Pixel
 Skyscraper: 160 x 600 Pixel
 Wallpaper: 728 x 90 +
 160 x 600 Pixel
 Rectangle: 300 x 250 Pixel
 Fireplace: 160 x 600 +
 728 x 90 Pixel +
 160 x 600 Pixel
 Sticky Ad: max. 400 x 90 Pixel
 Auto Close max. 10 seconds

Further formats on request
 thomas.beck@etm-verlag.de

10. Discounts

Series:		
Duration	2 Months	5%
Duration	3 Months	10%
Duration	6 Months	15%
Duration	9 Months	20%
Duration	12 Months	25%

Volume:		
Net order volume	from 10.000 € up	10%
Net order volume	from 20.000 € up	15%
Net order volume	from 30.000 € up	20%
Net order volume	from 40.000 € up	25%

Volumes and duration apply to one order year.

11. Terms of Payment

All insertion orders are accepted on a strictly prepaid basis only. Payments can be made by International Money Order / Bankers draft in Euro to:

Baden-Württembergische Bank AG, Stuttgart (Germany)
 Account No. 7871 5092 76, Bank Code 600 501 01
 BIC/SWIFT: SOLADEST
 IBAN: DE13600501017871509276

13. General Terms and Conditions

General terms and conditions of ETM Verlag apply.



Positioning entire Homepage

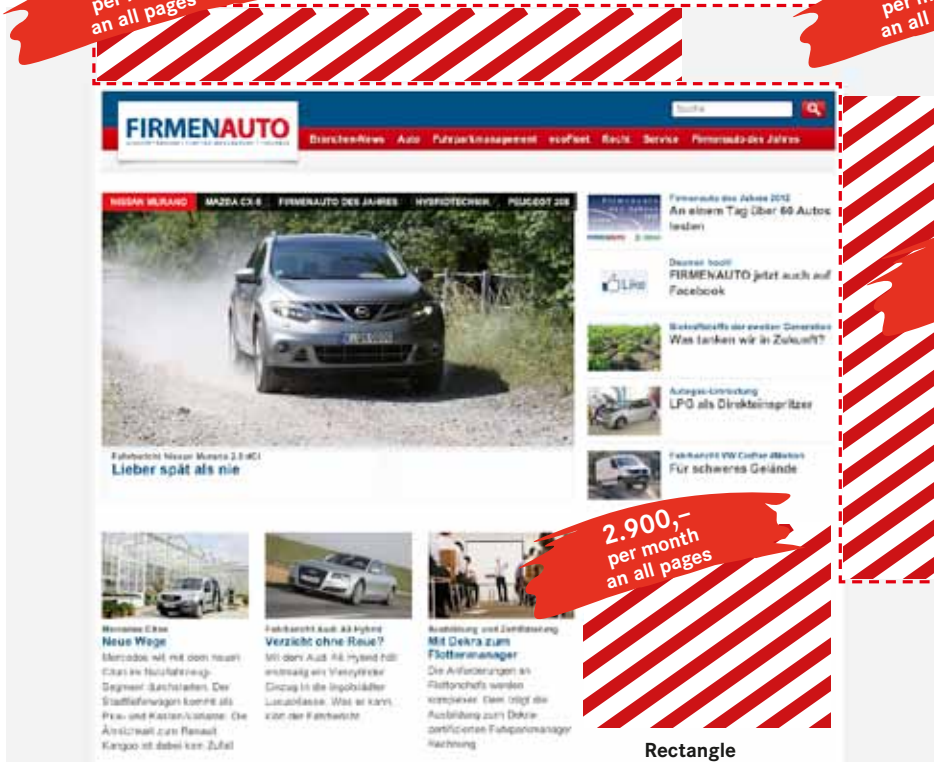
Ad Material: Superbanner, Skyscraper, Rectangle, Tandem Ad

2.900,-
per month
an all pages

Superbanner
728 x 90 Pixel

4.900,-
per month
an all pages

Wallpaper =
Superbanner + Skyscraper
728 x 90 + 160 x 600 Pixel



2.900,-
per month
an all pages

Skyscraper
160 x 600 Pixel

2.900,-
per month
an all pages

Rectangle
300 x 250 Pixel

Further formats on request



Positioning entire Homepage Ad Material: Fireplace, Sticky Ad



7.400,-
per month
an all pages

Fireplace
160 x 600 + 728 x 90 + 160 x 600 Pixel

Further formats on request



3.900,-
per month
an all pages

Sticky Ad
max. 400 x 90 Pixel



Newsletter FIRMENAUTO – weekly

The FIRMENAUTO Newsletter gives weekly information on the fleet market

Newsletter Subscribers:

2,950 (Date 4/2012)

Format:

Fullsize Banner

468 x 60 Pixel

non-animated picture as
jpeg, png or gif

Further formats on request

Price per Dispatch:

800,- €

Discounts:

please check page 4

Runtime and Booking:

Duration, frequency and date of booking are subject to
availability.



Your Contact for Data Transfer and Coordination at www.firmenauto.de



Coordination Online
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gvolkert@motorpresse.de

Banner Advertisement:

- Superbanner: 728 x 90 Pixel
- Skyscraper 120 x 600 bzw. 160 x 600 Pixel
- Tandem-Banner (combination of Superbanner and Skyscraper)
- Rectangle 300 x 250 Pixel
- For flash-banner an alternative GIF (static or animated) is requested; Flash- und GIF-Banner cannot exceed 60 KB.
- For data transfer please indicate target URL
- Please include clickTAG for calculating clicks

Newsletter advertisement:

- Fullsize Banner: 468 x 60 Pixel

For Orders:

ads@etm-verlag.de



Your Contact for Ad Formats/Business Partnerships at www.firmenauto.de



Thomas Beck

Advertisement:

Media advice, offers and orders

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Verlags- und Veranstaltungs-GmbH
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70565 Stuttgart, Germany

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und VF Verlagsgesellschaft*