



www.eurotransport.de  
The Website for  
Transport and Traffic



**1. Web Address (URL)**

[www.eurotransport.de](http://www.eurotransport.de)

**2. Characteristics**

As one of the leading publishing houses for commercial vehicles ETM Verlag has introduced a comprehensive internet portal with daily news on technology, economy, logistics, traffic, politics, legal matters, events and test reports.

**3. Target Groups**

Management and staff of shipping and transport companies, service and vehicle manufacturing as well as truck and professional drivers.

**4 . Access Evaluation**

Websites with AdServer Google DFP (Double Click for Publishers) offer independent Admanagement- and Ad-serving-technology for publishing houses and media agencies.

Controlling and timing of campaign result from Ad Server Google DFP measurements, variations due to technical requirements.

**5. Publishing Company**

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

Phone: +49. 711. 7 84 98 92

Fax: +49. 711. 7 84 98 29

[www.eurotransport.de](http://www.eurotransport.de)

**6. Contact**

Werner Faas

Phone: +49. 711. 7 84 98 96

Fax: +49. 711. 7 84 98 29

E-Mail: [werner.faas@etm.de](mailto:werner.faas@etm.de)

**Page Impressions/Month:** 246,508

**Visits/Month:** 71,362

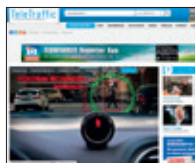
**Base:** 05/2018 (IVW)\*



## www.eurotransport.de Media Information 2018

Online Pricelist No. 10,  
valid from  
1 January 2018

### Portal



#### Transportwelt/World of Transport

With up-to-date news on politics and economy our rubric offers managers of German transport- and shipping companies all information on matters of law, professional training, telematics, technology. More detailed material completes this range of topics.



#### Test

Trucks, busses and transporters are given a thorough check in these tests here. With reports on driving and comparative tests commercial vehicle manufacturers are in competition. Many trucks and cars are tested and drivers' opinions are documented.



#### Fahrzeuge/Motor Vehicles

Would you like to obtain more information on a particular commercial vehicle brand? This is where you will find everything worth knowing on trucks, bus and transporter/van manufacturers. Short summaries on type lines as well as manufacturers are included with latest achievements regarding trailers and superstructure.



#### Auf Achse/On the Road

Here useful service and fun entertainment is crucial, with the driver as the centre of attention. Relevant topics for drivers as, e.g. well-being for drivers, Autohöfe/truck stops, oldtimer and supertrucks can be found including exclusive photos and videos.



#### Service

This rubric has got many choices for drivers and businessmen with detailed surveys and information.

At our shop you can find many bargains including good offers for subscriptions.



#### Expert Portal – exclusively for subscribers

Section „Service“ is reserved exclusively for subscribers and used for personal advice: traffic law, labour law and social and many other issues. Advertising in this section upon request.



## 7. Access

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

## 8. AdServer Assignment:

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

## 9. Advertising:

Superbanner:	728 x 90 Pixel
Skyscraper:	160 x 600 Pixel
Halfpage:	300 x 600 Pixel
Wallpaper:	728 x 90 + 160 x 600 Pixel
Rectangle:	300 x 250 Pixel
Fireplace:	160 x 600 + 1020 x 90 Pixel + 160 x 600 Pixel
Sticky Ad: max.	400 x 90 Pixel
Auto Close max.	10 seconds

Further formats, please see page 13,  
prices upon request

## 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. For payments we give a 2% trade discount (only if there are no outstanding bills).

## 12. Bank

Baden-Württembergische Bank AG, Stuttgart  
Account No. 7871 5092 76, Bank Code 600 501 01  
IBAN DE13 6005 0101 7871 5092 76  
BIC/SWIFT Code SOLADEST

General Terms and Conditions of ETM Verlag apply

## Placement on Website

Ad Material: Superbanner, Skyscraper, Rectangle, Wallpaper

The screenshot shows the TeleTraffic website with several ad placements highlighted by red callout boxes:

- Callout 1 (Superbanner):** Located on the left side of the page, featuring a truck and the text "MEYER BOWELD". Price: 2.980,- per month all pages. Dimensions: 728 x 90 Pixel.
- Callout 2 (Wallpaper):** Located at the top of the page, spanning the width of the content area. Price: 4.980,- per month all pages. Dimensions: 728 x 90 Pixel + 160 x 600 Pixel.
- Callout 3 (Rectangle):** Located in the center of the page, below the main image. Price: 2.980,- per month all pages. Dimensions: 300 x 250 Pixel.
- Callout 4 (Skyscraper):** Located on the right side of the page, below the main image. Price: 2.980,- per month all pages. Dimensions: 160 x 600 Pixel.

The website header includes the TeleTraffic logo, a search bar, and navigation links. The main content area features a large image of a pedestrian crossing with the text "PEDESTRIAN RECOGNIZED" and "WARNING!". Below this image is a section titled "Fahrassistenzsystem für den Lkw" (Driver assistance system for the truck).

Further formats on request

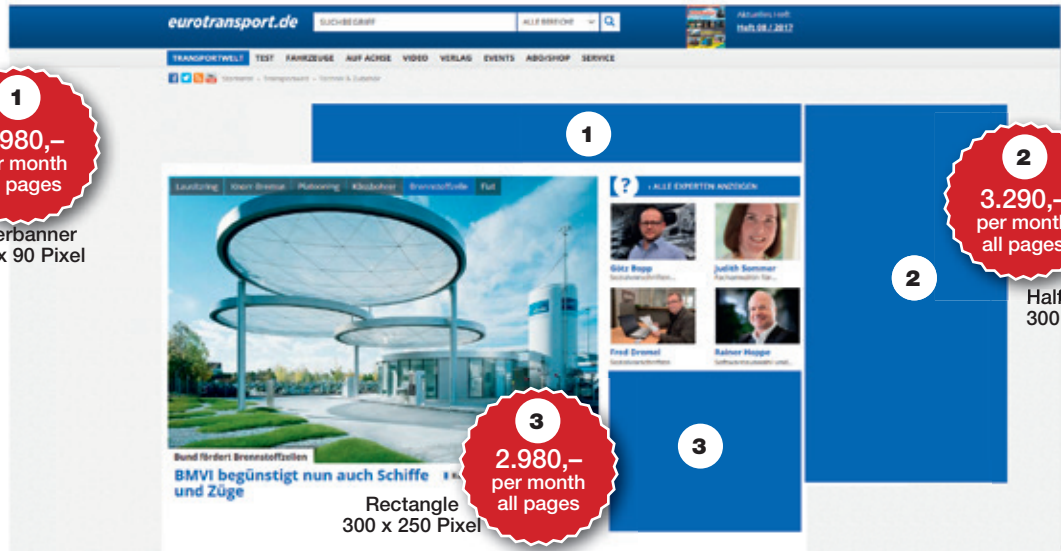


## Placement on Website

Ad Material: Superbanner, Skyscraper, Rectangle, Wallpaper

**1**  
2.980,-  
per month  
all pages

Superbanner  
728 x 90 Pixel



**1**

**2**

3.290,-  
per month  
all pages

Halfpage  
300 x 600 Pixel

**2**

**3**

2.980,-  
per month  
all pages

Rectangle  
300 x 250 Pixel

**3**

Further formats on request



## Placement on Website

### Ad Material: Fireplace, Sticky Ad

**1**

**2**

**3**

**1 + 2**  
9.950,-  
per month  
all pages

Fireplace  
160 x 600 Pixel +  
1020 x 90 Pixel +  
160 x 600 Pixel

Further formats  
on request

**3**  
3.980,-  
per month  
all pages

Sticky Ad  
max.  
400 x 90 Pixel





## Placement on Website

### Ad Material: Fireplace, Sticky Ad

**1**

**2**

**2**

**1 + 2**  
12.550,-  
per month  
all pages

Fireplace  
300 x 600 Pixel +  
1020 x 180 Pixel +  
300 x 600 Pixel

Further formats  
on request

**3**  
3.980,-  
per month  
all pages

**3**  
Sticky Ad  
max.  
400 x 90 Pixel





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## Mobile Banner Advertisement for Smartphones and Tablets



Website identifies device (Desktop-PC, Tablet or Smartphone) with which user surfs the internet and automatically determines best version for utilisation. If you are using your smartphone, the mobile version will be shown. This brings out navigation, category and article to be used while going without accidentally pressing the wrong link. Therefore push buttons are bigger, omitting tedious zooming.

### m.eurotransport.de

Page Impressions mobile Website: 270,499

Visits mobile Website: 66,316

Date 05/2018\*

Requirements: file format: gif (animated, static), maximum file size: 40kB, file size in pixel: 320x50px.

Net price is **2,980.00 Euro** (+VAT) for a run-time of 4 weeks

Placement:

1. Mobile Banner at the top (below menu bar)
2. Mobile Banner in the centre



## www.eurotransport.de Media Information 2018

Online pricelist No. 10,  
valid from  
1 January 2018

### New Advertising: Online Advertorial at www.eurotransport.de

It is designed as an editorial article. The content therefore obtains great authenticity and is labelled with "Advertorial". Placement will be on the right of our home page **www.eurotransport.de**

Picture galleries (up to max. 15 pictures) and a video can be placed upon request.

Net price **3,980.00 Euro** (+VAT) runtime 4 weeks. Teaser will be removed from home page at the end of booked period. The article, however, will still be online for google optimization.

The ETM advertising team is looking forward to sending your personal offer.

Please check the following link for an example:  
[www.eurotransport.de/advertorial](http://www.eurotransport.de/advertorial)

Homepage with Teaser for Advertorial





## Newsletter: Broadcasting Schedule and Prices

eurotransport newsletter (Status: 15 June, 2018, 9,651 addresses)\*

Broadcasting Days	Topics	Addresses (Base 06/18)	Prices/Broadcastg
Mondays	Logistics & Management	4.316	1,580.00 Euro
Tuesdays	Vans & Last Mile	1.860	1,580.00 Euro
Wednesdays	1 x Bus & Industry and 1 x Logistics & Management	1.522 4.316	1,580.00 Euro 1,580.00 Euro
Thursdays	Truck & Trailer	1.953	1,580.00 Euro
Fridays	Logistics & Management	4.316	1,580.00 Euro

Weekly Packages		Prices	Package Prices
Management (Mo/Wed/Fr)	3 broadcasts	4,740,00 Euro	3,790.00 Euro
Car and Technology (Tu/Wed/Th)	3 broadcasts	4,740,00 Euro	3,790.00 Euro
eurotransport total	6 broadcasts	7,900,00 Euro	5,920.00 Euro

All prices are in Euro + VAT

### Runtime and Booking

Duration, date and frequency of banners and advertisements are subject to availability.

### Format:

Fullsize banner 468 x 60 Pixel or 580 x 95 Pixel as jpeg.

\* Current access figures/addressees upon request

### Files:

Please indicate jpeg and destination URL.

### Delivery Address:

ads@etm.de



## Your Contact for Data Transfer and Coordination at [www.eurotransport.de](http://www.eurotransport.de)

### Coordination Online

Doris Viktoria Lorch  
Phone: +49. 711. 7 84 98-92  
Fax: +49. 711. 7 84 98-29  
E-Mail: [doris.lorch@etm.de](mailto:doris.lorch@etm.de)

### Ad Management:

Nicole Polta  
Phone: +49. 711. 1 82-13 87  
Fax: +49. 711. 1 82-20 68  
E-Mail: [npolta@motorpresse.de](mailto:npolta@motorpresse.de)

Gabi Volkert  
Phone: +49. 711. 1 82-14 03  
Fax: +49. 711. 1 82-20 68  
E-Mail: [gvolkert@motorpresse.de](mailto:gvolkert@motorpresse.de)

### Standard Formats:

- Superbanner: 728 x 90 Pixel
- Skyscraper: 120 x 600 or 160 x 600 Pixel
- Halfpage: 300 x 600 Pixel
- Rectangle: 300 x 250 Pixel
- Wallpaper: Combination of Superbanner and Skyscraper
- Fireplace: Combination of Skyscraper left side, Superbanner and Skyscraper right side

### Formats and required data:

- HTML 5: Data according to W3C standards, total amount of extracted data file max. 1000 KB
- jpg, png (static); gif (static and animated)
- Redirect
- For data transfer please indicate target URL
- Banner (jpg, png, gif) cannot exceed 60 KB.
- Please include clickTAG for calculating clicks

### Special Formats:

- Push down Ad: 728 x 300 Pixel enlarged
- Expandable  
Skyscraper: 160x 600 Pixel  
plus 600 Pixel enlarged
- Banderole Ad: 770 x 250 Pixel
- Billboard: 900 x 250 Pixel

### Newsletter advertisement:

- Fullsize Banner: 468 x 60 Pixel  
or  
580 x 95 Pixel

### For Orders:

[ads@etm.de](mailto:ads@etm.de)

\* Please ask for current access figures/ data