www.firmenauto.de

Chefkombis im Test

Audi A6, BMW 5er, Mercedes E-Klasse
1. Web Address (URL)
www.firmenauto.de
The portal for Mobility & Management

2. Characteristics
At www.firmenauto.de the company car 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. Quality Check
- Optimized campaign monitoring
- Transparent reporting

5. Publishing Company
EuroTransportMedia
Verlags- und Veranstaltungs-GmbH
Handwerkstr. 15
70565 Stuttgart, Germany
www.eurotransport.de

6. Contact
Thomas Beck
Phone: +49. 711. 7 84 98-98
Fax: +49. 711. 7 84 98-29
E-Mail: thomas.beck@etm.de

Page impressions/month: 2,396,252
Visits/month: 253,098
of which mobile: 806,612
Visits/month: 119,093
Base: 12/2019 (IVW)*
7. 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

   Further formats, please see page 5, prices upon request.

8. 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.

9. 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).

10. 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.
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 120 KB.
- Please include clickTAG for calculating clicks
Placement on Website
Ad Material, Formats and Prices

3. Rectangle: 300 x 250 px
   TCP: Euro 85,–

4. Billboard: 900 x 250 px
   TCP: Euro 110,–

5. Wallpaper =
   Superbanner: 728 x 90 px
   +
   Skyscraper: 160 x 600 px
   TCP: Euro 110,–

Prices incl. VAT

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 120 KB.
- Please include clickTAG for calculating clicks
Native Ad In
Your content will be integrated in the editorial part as labelled sponsored article or advertisement. Video integration is possible. Teaser and article page are adapted to the look & feel of the page.

Native Ad In with microsite, look & feel of page, incl. picture galleries.

Linking with microsite.

TCP: Euro 95,–

Prices incl. VAT

Position
• Homepage, teaser area, section „Auto“
• On article page below article text
• Within the margin
Special Advertising Formats Native AD OUT

Native Ad Out
The Native Ad Out format is a text-photo advertisement with a high grade of adaption to the editorial section, linked to your site with one click.

Text-picture ads are always fully adapted to regular news teasers and labelled as an ad.

TCP: Euro 90,–

Prices incl. VAT

Position
• Homepage, teaser area, section „Auto“
• On article page below article text
• Within the margin
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: 806,612
Visits mobile website: 119,093
Status: 12/2019*

Mobile Formats
Rectangle:
300 x 250 px
TCP: Euro 90,—

Integrated banner:
300 x 150 px
TCP: Euro 55,—

Picture files: GIF, JPG, PNG
Target-URL

Prices incl. VAT
Newsletter firmenauto – weekly, Thursdays
The firmenauto Newsletter gives weekly information on the fleet market

Newsletter Subscribers:
820 (Date 12/2019)*

Format:
Fullsize Banner
468 x 60 Pixel or
580 x 95 Pixel as jpeg

Further formats on request

Price per dispatch:
840,00 €

Discounts:
please check page 3

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
Doris Viktoria Lorch
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Fax: +49. 711. 7 84 98-29
E-Mail: doris.lorch@etm.de

Ad Management:
Gabi Volkert
Phone: +49. 711. 1 82-14 03
Fax: +49. 711. 1 82-20 68
E-Mail: gvolkert@motorpresse.de

Desktop

Standard formats:
• Superbanner: 728 x 90 Pixel
• Skyscraper: 120 x 600 bzw. 160 x 600 Pixel
• Halfpage: 300 x 600 Pixel
• Rectangle: 300 x 250 Pixel
• Wallpaper: Combination of superbanner and skyscraper
• Fireplace: Combination of skyscraper on the left, superbanner and skyscraper on the right

Special formats:
• Expandable skyscraper: 160 x 600 Pixel plus 600 Pixel extended
• Banderole ad: 770 x 250 Pixel
• Billboard: 900 x 250 Pixel

Mobile banner formats:
• Rectangle: 300 x 250 Pixel
• Integrated banner: 300 x 75 Pixel
  300 x 50 Pixel
  320 x 50 Pixel

Picture files: GIF, JPG, PNG

Target-URL

Desktop

File formats and required entries:
• HTML 5: Data according to W3C standards, total size of extracted files max. 1000 KB
• jpg, png (static; gif (static and animated)
• Redirect
• Entry of Target-URL for data transfer
• Banner (jpg, png, gif) not exceeding 120 KB
• Implementation of the clickTAG to count the number of clicks

Newsletter advertisement:
• Fullsize-banner: 468 x 60 Pixel or 580 x 95 Pixel as jpg

Data delivery: ads@etm.de

*Current access figures upon request
Your Contact for Ad Formats
at www.firmenauto.de

Marketing:

EuroTransportMedia
Verlags- und Veranstaltungs-GmbH
Handwerkstraße 15
70565 Stuttgart, Germany

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Ad Management:

Confirmations, invoices,
printing material and production enquiries
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Leuschnerstraße 1
70174 Stuttgart, Germany

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