1. Web Address (URL)
   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. Quality Control
   – Optimized campaign monitoring
   – Transparent reporting

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

6. Contact
   Doris Lorch
   Phone: +49. 711. 7 84 98 92
   Fax: +49. 711. 7 84 98 29
   E-Mail: doris.lorch@etm.de
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 and 11, 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 (unless 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.
Placement on Website
Ad Material, Formats and Prices

1. **Superbanner:** 728 x 90 px
   - TCP: Euro 60,—

2. **Skyscraper:** 160 x 600 px
   - TCP: Euro 70,—

3. **Rectangle:** 300 x 250 px
   - TCP: Euro 85,—

Prices + 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
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 + 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
Due to new technology your content will be integrated in the editorial part, labelled as sponsored article or advertisement, video integration is possible. Teaser and article page are adapted to the look & feel of page.

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

Linking with microsite.

TCP: Euro 95,–

Prices + VAT.

Position
- Homepage Section „Das könnte Sie interessieren“
- Rotation teaser for section pages
- On article page below
- Within margin
**Native Ad Out**

The Native Ad Out format is a photo ad with a high grade of adaptation to the editorial section with one click linked to your side with an external target. Text image ads are always fully adjusted to regular news teasers and labelled as an advertisement.

**TCP: Euro 90,–**

Prices + VAT.

**Position**
- Homepage Section „Das könnte Sie interessieren“
- On article page
- Within the margin
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: 310,311
Visits mobile website: 210,469
Status: 12/2019*

Mobile Formats
Rectangle: 300 x 250 px TCP: Euro 90,–
Integrated banner: 300 x 150 px TCP: Euro 55,–

Picture galleries: GIF, JPG, PNG
Target-URL

Prices + VAT.
Possible booking in subsequent newsletters

-> Logistics & Management
Recipients: 5,572*
Days of dispatch: Mondays, Wednesdays and Fridays

-> Bus & Branch
Recipients: 1,835*
Days of dispatch: Tuesdays

-> Truck, Trailer & Van
Recipients: 3,326*
Days of dispatch: Thursdays

Price per Release: Euro 1,580,–

Prices + VAT.
### Newsletter: Broadcasting Schedule and Prices

#### eurotransport newsletter (Status: 19 February, 2020)*

<table>
<thead>
<tr>
<th>Broadcasting Days</th>
<th>Topics</th>
<th>Addresses</th>
<th>Prices/Broadcasting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mondays</td>
<td>Logistics &amp; Management</td>
<td>5.572*</td>
<td>1,580.00 Euro</td>
</tr>
<tr>
<td>Tuesdays</td>
<td>Bus &amp; Industry</td>
<td>1.835*</td>
<td>1,580.00 Euro</td>
</tr>
<tr>
<td>Wednesdays</td>
<td>Logistics &amp; Management</td>
<td>5.572*</td>
<td>1,580.00 Euro</td>
</tr>
<tr>
<td>Thursdays</td>
<td>Truck, Trailer &amp; Van</td>
<td>3.326*</td>
<td>1,580.00 Euro</td>
</tr>
<tr>
<td>Fridays</td>
<td>Logistics &amp; Management</td>
<td>5.572*</td>
<td>1,580.00 Euro</td>
</tr>
</tbody>
</table>

**Weekly Packages**

<table>
<thead>
<tr>
<th>Topics</th>
<th>2 broadcasts</th>
<th>Prices</th>
<th>Package Prices</th>
</tr>
</thead>
<tbody>
<tr>
<td>Car and Technology (Tu/Th)</td>
<td>2 broadcasts</td>
<td>3,160,00 Euro</td>
<td>2,690.00 Euro</td>
</tr>
<tr>
<td>Management (Mo/Wed/Fr)</td>
<td>3 broadcasts</td>
<td>4,740,00 Euro</td>
<td>3,790.00 Euro</td>
</tr>
<tr>
<td>eurotransport total</td>
<td>6 broadcasts</td>
<td>7,900,00 Euro</td>
<td>5,920.00 Euro</td>
</tr>
</tbody>
</table>

*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 at a glance

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

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 left, Superbanner and Skyscraper right

Special formats:
• Expandable Skyscraper: 160 x 600 Pixel plus 600 Pixel resolution
• 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

Newsletter advertisment:
• Fullsize-Banner: 468 x 60 Pixel
  or 580 x 95 Pixel as jpg

Data Delivery:
adss@etm.de

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

Picture files: GIF, JPG, PNG
Target-URL

* Current access figures upon request