



www.eurotransport.de
The Website for
Transport and Traffic



www.eurotransport.de Media Information 2020



Online Pricelist No. 12,
as of
1 January, 2020

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



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Media Information 2020



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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.

Page Impressions/month: 685,075

Visits/month: 364,744

of which mobil: 366,234

Visits/month: 254,242

Base: 05/2020 (IVW)*

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

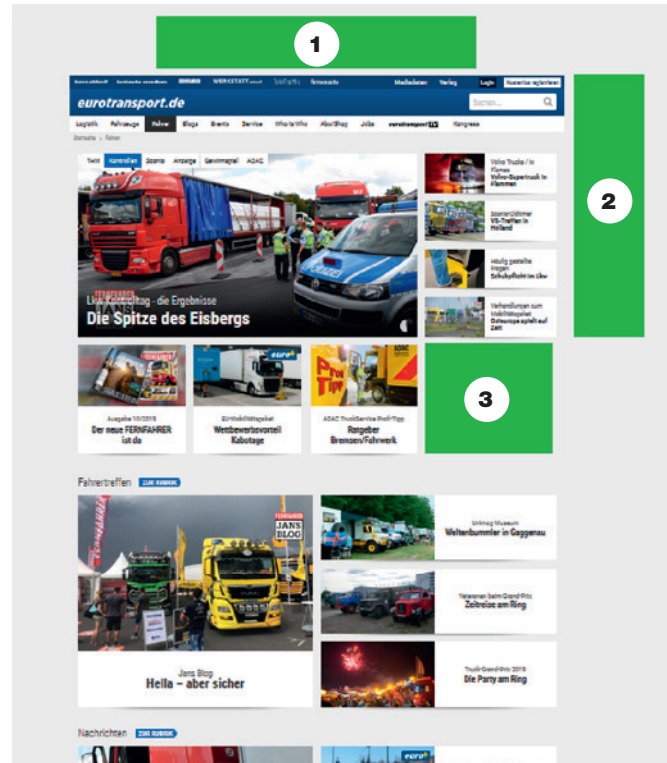
Ad Material, Formats and Prices

- 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





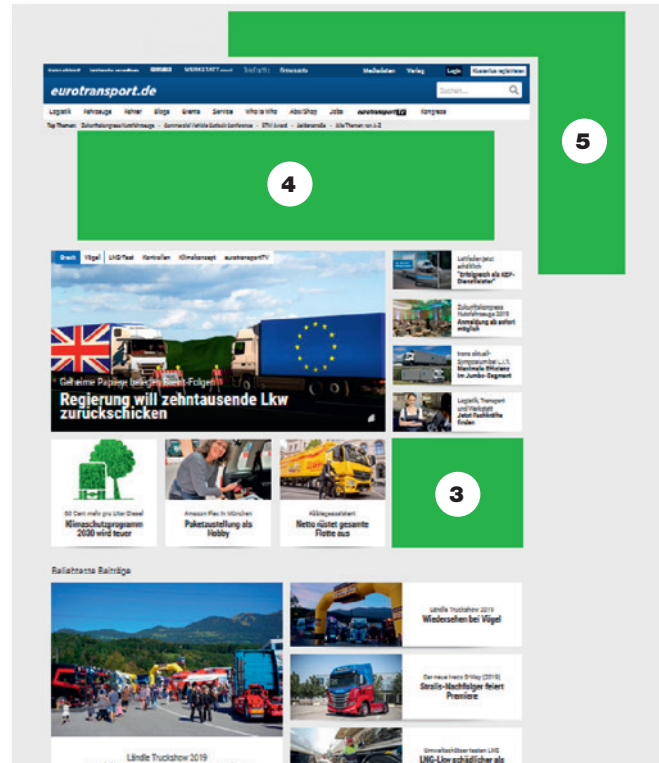
Placement on Website Ad Material, Formats and Prices

- 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





Special Advertising Formats Native AD IN

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

Beliebteste Beiträge

		Lindt Truckshow 2019 Wiedersahen bei Vögel
		Der neue Inno 5-Way (2019) Strals-Nachfolger feiert Premiere
		Umweltschützer testen LNG LNG-LKW schädlicher als Diesel-LKW

Sponsored Teaser

		trans aktuell Symposium
		Deutscher Telematik Preis

Das könnte Sie interessieren

		Specialbussen für Seine Majestät Vom Gelenkbus zum Gartenhaus
		ADL Neuer Hybridbus von ADL

Teaser

Anzeige Headline
Dies ist ein Typoblindtext.
Dies ist Typoblindtext.



Special Advertising Formats Native AD OUT

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

The grid displays 12 native advertisements:

- Row 1:** "Vergleichen Sie Top-Kabinnen. Sechs Lkw müssen sich beweisen" (with image of 6 trucks); "Betriebsstoffliste 2020" (with image of a fuel list); "Mehr als 2.500 Produkteinträge immer auf dem neuesten Stand: Die 500th Betriebsstoffliste 2020" (with image of a fuel list).
- Row 2:** "Neue alte Elektrobusse e-troFit rüstet Dieselbusse um" (with image of a bus); "Kostenloser Newsletter" (with image of a hand holding a smartphone).
- Row 3:** "Jetzt auswählen und profitieren: Volgeschneider: Die neuen Themen: Newsletter für Transportprofi." (with image of a smartphone); "Margin" (green box).
- Row 4:** "Bus-Telematik: Das bieten die Hersteller" (with image of a bus); "eurotransport.de Shop" (with image of a truck).
- Row 5:** "Mercedes-Benz eCitaro: Elektrobus im ersten Test" (with image of a bus); "Der Shop für die, die es bringen. Zeitschriften, Bücher, Uhrmodelle, Merchandising und mehr." (with image of a truck).
- Row 6:** "Mercedes Vito im Test: Der Tourer verabschiedet sich" (with image of a van); "Fahrbericht DAF XF mit PXP Zusatzantrieb fürs Gelände" (with image of a truck).



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: 366,243

Visits mobile website: 254,242

Status: 05/2020*

Mobile Formats

Rectangle:

300 x 250 px

10 TCP: Euro 90,-

Integrated banner:

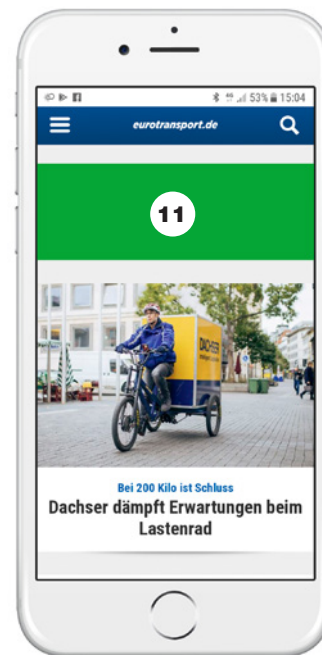
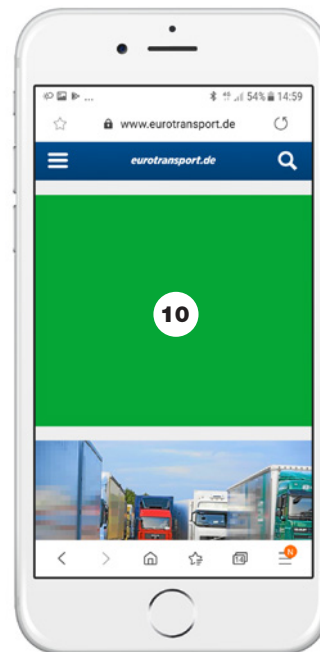
300 x 150 px

11 TCP: Euro 55,-

Picture galleries: GIF, JPG, PNG

Target-URL

Prices + VAT.





www.eurotransport.de Media-Information 2020

Newsletter Advertising

Possible booking in subsequent newsletters

→ Bus & Branch

Recipients: 1,890*

Days of dispatch: Tuesdays

→ Logistics & Management

Recipients: 6,086*

Days of dispatch: Wednesdays

→ Truck, Trailer & Van

Recipients: 3,224*

Days of dispatch: Thursdays

Price per Release: Euro 1,580,-

Prices + VAT.





Newsletter: Broadcasting Schedule and Prices

eurotransport newsletter (Status: 23th June, 2020)*

Broadcasting Days	Topics	Addresses	Prices/Broadcasting
Tuesdays	Bus & Industry	1,890*	1,580.00 Euro
Wednesdays	Logistics & Management	6,086*	1,580.00 Euro
Thursdays	Truck, Trailer & Van	3,224*	1,580.00 Euro

Weekly Packages		Prices	Package Prices
Car and Technology (Tu/Th)	2 broadcasts	3,160,00 Euro	2,690.00 Euro
eurotransport total	3 broadcasts	4,740,00 Euro	3,790.00 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.

Files:

Please indicate jpeg and destination URL.

Delivery Address:

ads@etm.de

*Current access figures/addressees upon request



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

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

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

Ad Management:

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

Special formats:

- Expandable Skyscraper: 160 x 600 Pixel plus 600 Pixel resolution
- Banderole Ad: 770 x 250 Pixel
- Billboard: 900 x 250 Pixel

Newsletter advertisement:

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

Data Delivery:
ads@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

* Current access figures upon request