www.eurotransport.de

ETMverlag

Media Information 2021

www.eurotransport.de
Media Information 2021

AMF

Online Pricelist No. 13,
as of
1 January, 2021

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.

Page Impressions/month: 960,852
Visits/month: 491,981

of which mobil: 537,469
Visits/month: 379,324

Base: 09/2020 (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

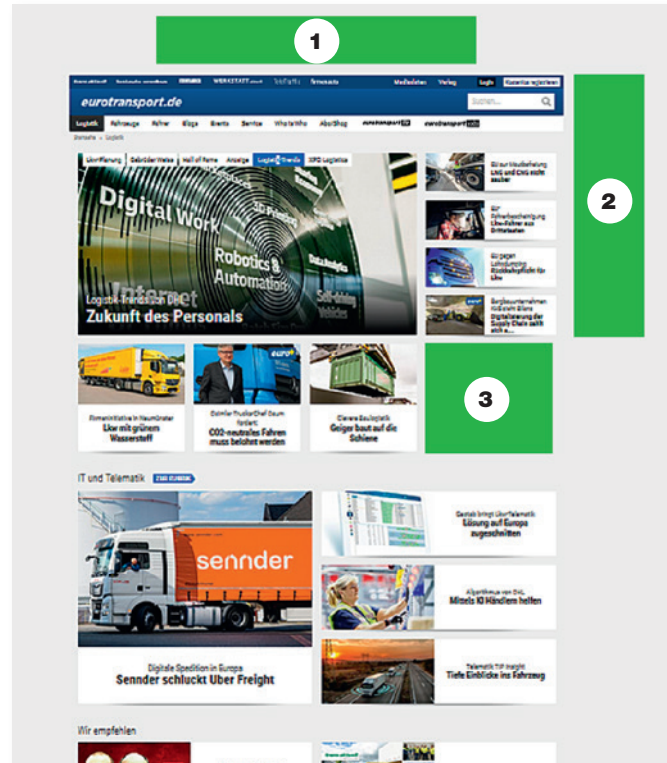**General Terms and Conditions of ETM Verlag apply.**

Placement on Website
Ad Material, Formats and Prices

1   **Superbanner:**   728 x 90 px
      TCP: Euro 65,00

2   **Skyscraper:**   160 x 600 px
      TCP: Euro 75,00

3   **Rectangle:**   300 x 250 px
      TCP: Euro 90,00

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.
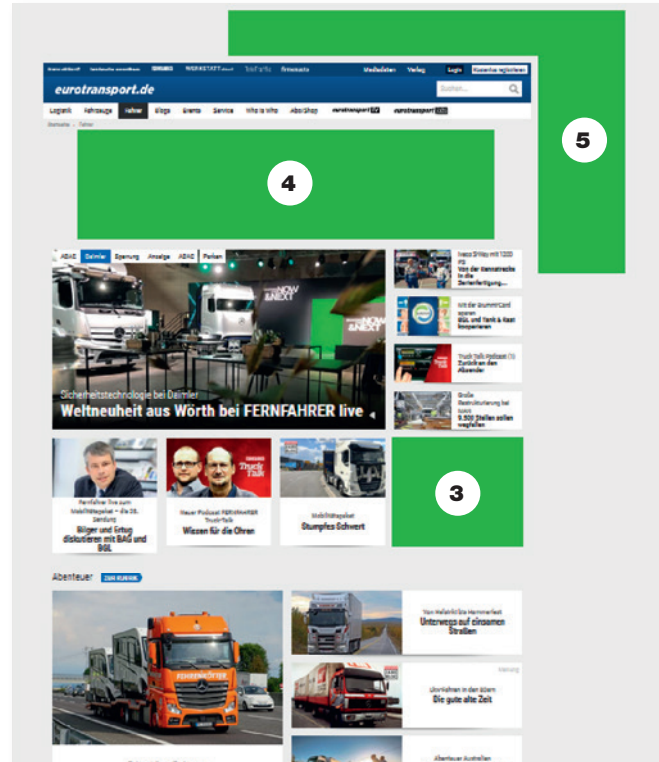- Please include clickTAG for calculating clicks

③ Rectangle: 300 x 250 px
TCP: Euro 90,00

④ Billboard: 900 x 250 px
TCP: Euro 115,00

⑤ Wallpaper =
Superbanner: 728 x 90 px
+
Skyscpraper: 160 x 600 px
TCP: Euro 115,00

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.

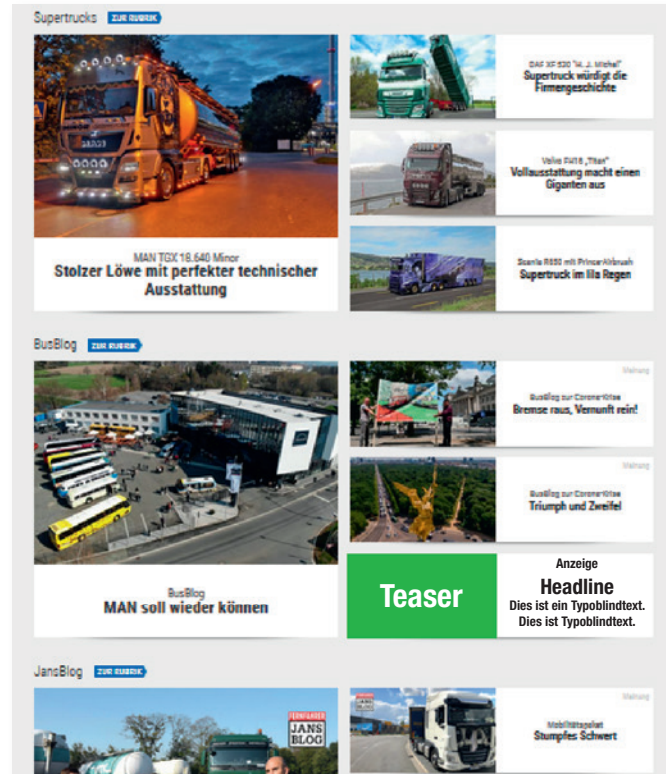Native Ad In with microsite look & feel of page, incl. picture galleries.

Linking with microsite.

TCP: Euro 100,00

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 95,00

Prices + VAT.

Position

• Homepage Section „Das könnte Sie interessieren"
• On article page
• 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: 537,469
Visits mobile website: 379,324

Status: 09/2020*

Mobile Formats
Rectangle:
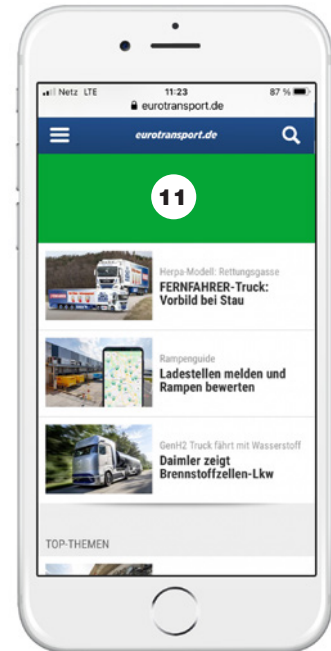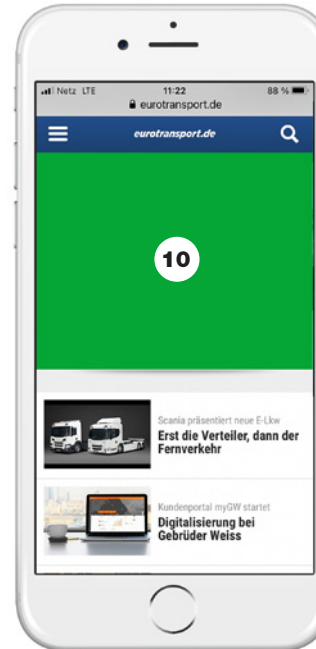300 x 250 px   (10) **TCP: Euro 95,00**

Integrated banner:
300 x 150 px   (11) **TCP: Euro 60,00**

Picture galleries: GIF, JPG, PNG
Target-URL

Prices + VAT.

Possible booking in subsequent newsletters as of July 2021

➡ **Bus & Branch**
Recipients: 2,005*
Days of dispatch: Tuesdays, every 14 days

➡ **Logistics & Management**
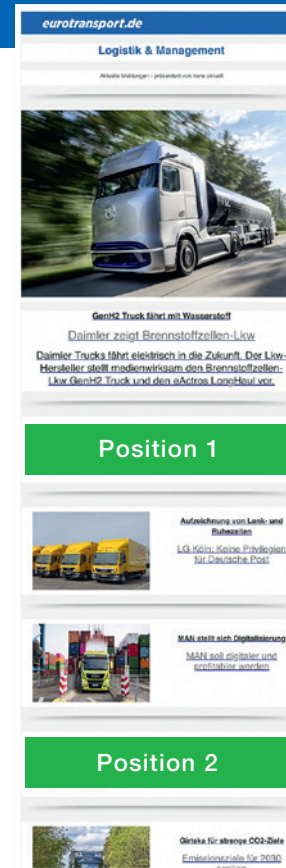Recipients: 6,450*
Days of dispatch: Tuesdays & Thursdays

➡ **Truck, Trailer & Van**
Recipients: 3,377*
Days of dispatch: Wednesdays

Price per Release: Euro 1,580,00

Prices + VAT.

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Newsletter: Broadcasting Schedule and Prices

eurotransport newsletter (Status: 12th October, 2020)*

Broadcasting Days	Topics	Addresses	Prices/Broadcasting
Tuesdays, every 14 days	**Bus & Industry**	1,918*	1,580.00 Euro
Tuesdays & Thursdays	**Logistics & Management**	7,711*	1,580.00 Euro
Wednesdays	**Truck, Trailer & Van**	3,256*	1,580.00 Euro

Weekly Packages		Prices	Package Prices
Car and Technology (Tu/Wed)	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
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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

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

Special formats:

- Expandable
  Skycraper: 160 x 600 Pixel
                   plus 600 Pixel resolution

- Banderole Ad: 770 x 250 Pixel

- Billboard: 900 x 250 Pixel

Newsletter advertisment:

- 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