

Online Handout

www.eurotransport.de
www.firmenauto.de



ETMverlag

Media Information 2025

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Display Multiscreen	TKP
Billboard/Sitebar/Wallpaper+Mobile Interscroller	€ 140.00
Halfpage Ad + Mobile Interscroller	€ 140.00
Billboard/Sitebar+Mobile High Impact Ad / Mobile Halfpage Ad	€ 130.00
Wallpaper / Halfpage Ad + Mobile High Impact Ad / Mobile Halfpage Ad	€ 120.00
Ad Bundle + Mobile Medium Rectangle	€ 103.00

Formats:

Billboard	970 x 250 Pixel
Sitebar	250 x 600 Pixel
Wallpaper	728 x 90 Pixel plus 120 x 600 Pixel
Halfpage Ad	300 x 600 Pixel
Ad Bundle	728 x 90 Pixel plus 120 x 600 Pixel plus 300 x 250 Pixel
Mobiler Interscroller	640 x 920 Pixel oder 320 x 480 Pixel
Mobile High Impact Ad	300 x 400 Pixel
Mobile Halfpage Ad	300 x 600 Pixel
Mobile Medium Rectangle	300 x 250 Pixel

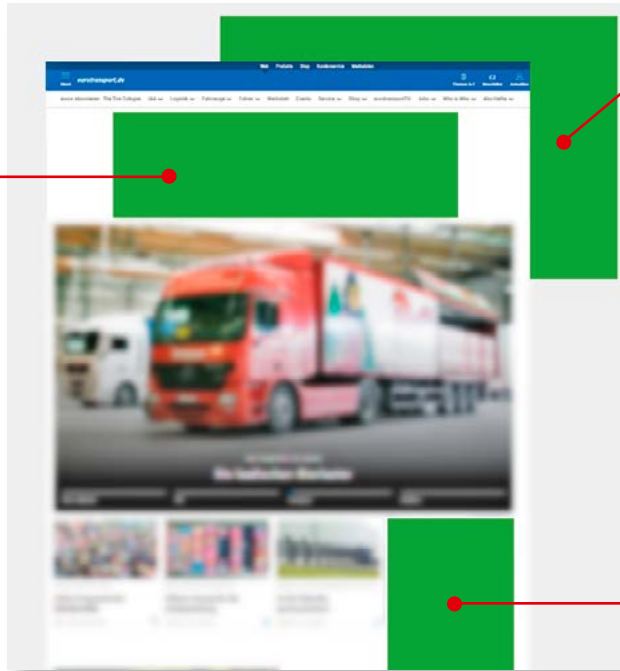
Data delivery: 14 days prior to start date.

All prices are subject to VAT and are AE-eligible unless otherwise stated.



A Billboard/Sitebar/Wallpaper
+ Mobile Interscroller

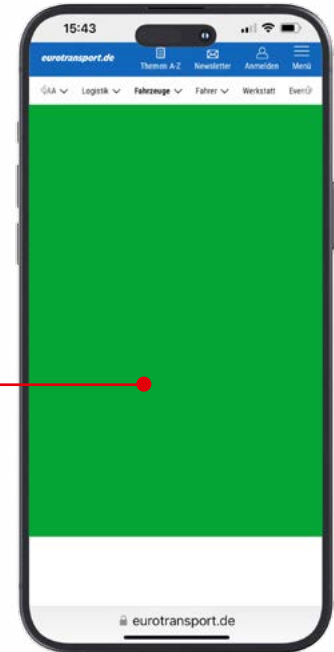
Billboard
970 x 250 px

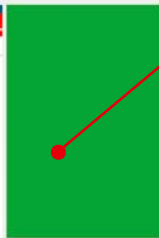
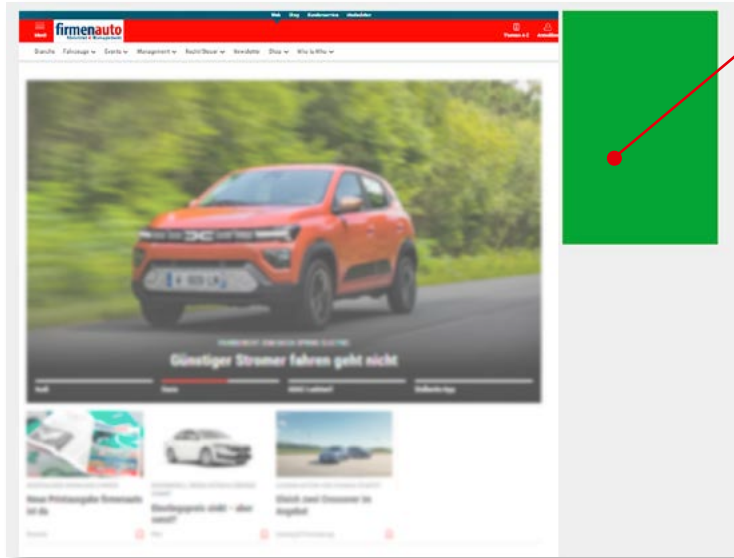


or
Wallpaper
728 x 90 px
plus
120 x 600 px

plus
Mobile Interscroller

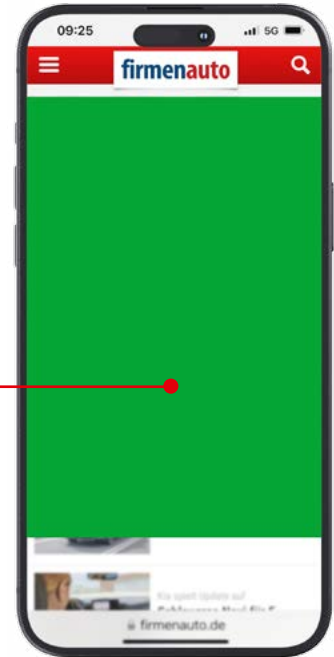
or
Sitebar
250 x 600 px





Halfpage Ad
300 x 600 px

plus
Mobile Interscroller
640 x 920 px
or
320 x 480 px





Billboard
970 x 250 px

plus
**Mobile
High Impact Ad**

300 x 400 px

or

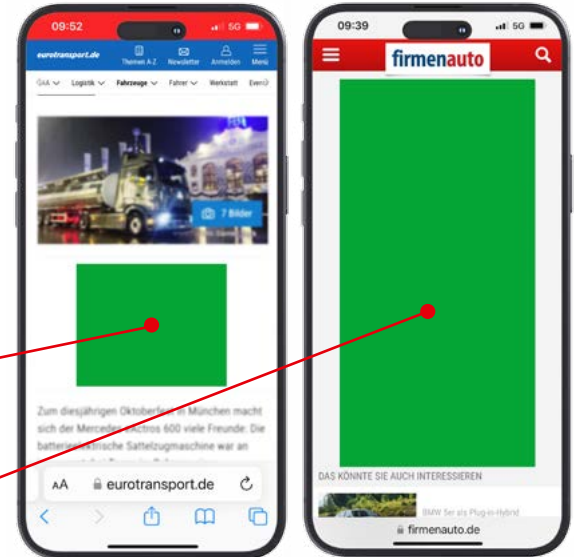
Mobile Halfpage Ad

300 x 600 px

or

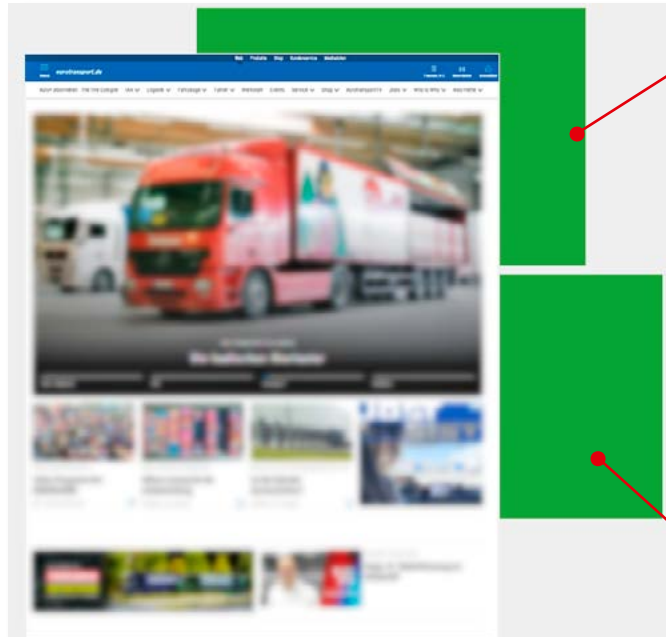
Sitebar

250 x 600 px





D Wallpaper / Halfpage Ad +
Mobile High Impact Ad /
Mobile Halfpage Ad



Wallpaper

728 x 90 px
plus
120 x 600 px

plus

**Mobile
High Impact Ad**

300 x 400 px

or

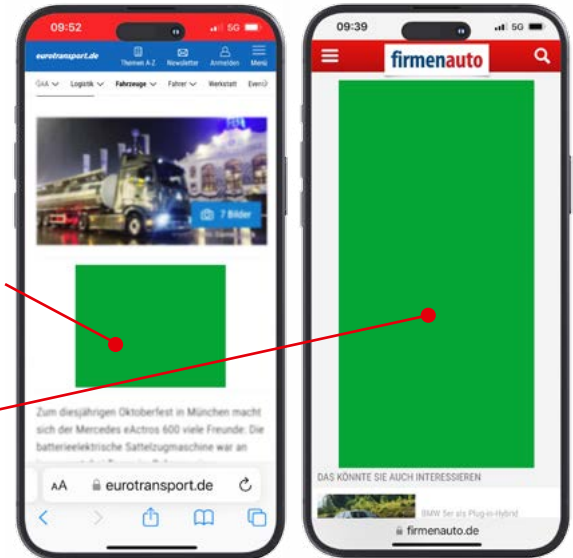
**Mobile
Halfpage Ad**

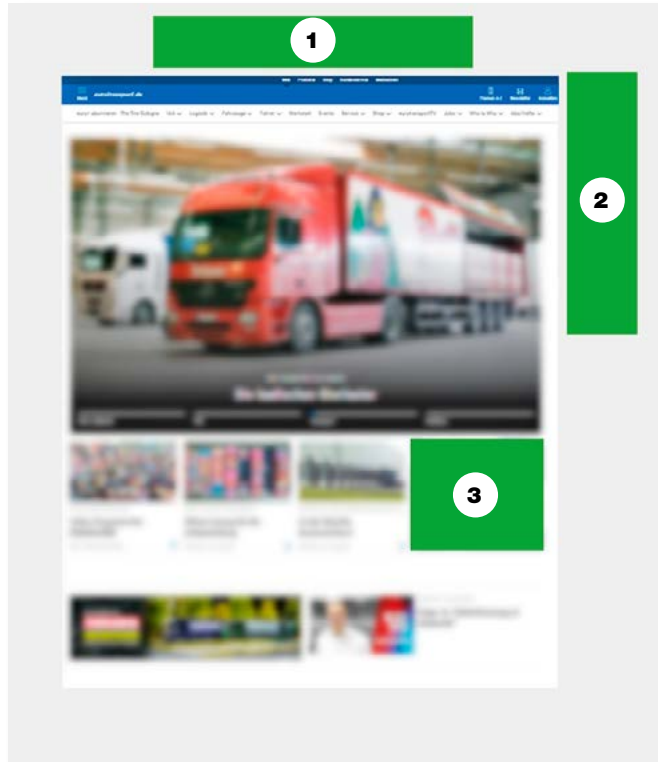
300 x 600 px

or

Halfpage Ad

300 x 600 px





- Ad Bundle:**
- 1 Superbanner**
728 x 90 px
 - 2 Skyscraper**
120 x 600 px
 - 3 Rectangle**
300 x 250 px

plus
Mobile Rectangle





Dynamic Sitebar Ad – Desktop

The advertising material adapts dynamically to the screen size and always remains in the visible area of the the 'sticky effect', it always remains in the user's visible area.

TKP: € 160.00

Data delivery: 14 days prior to start date.





Cinema Ad – Desktop

Height 380 pixels
and the width
100 % of the window width.

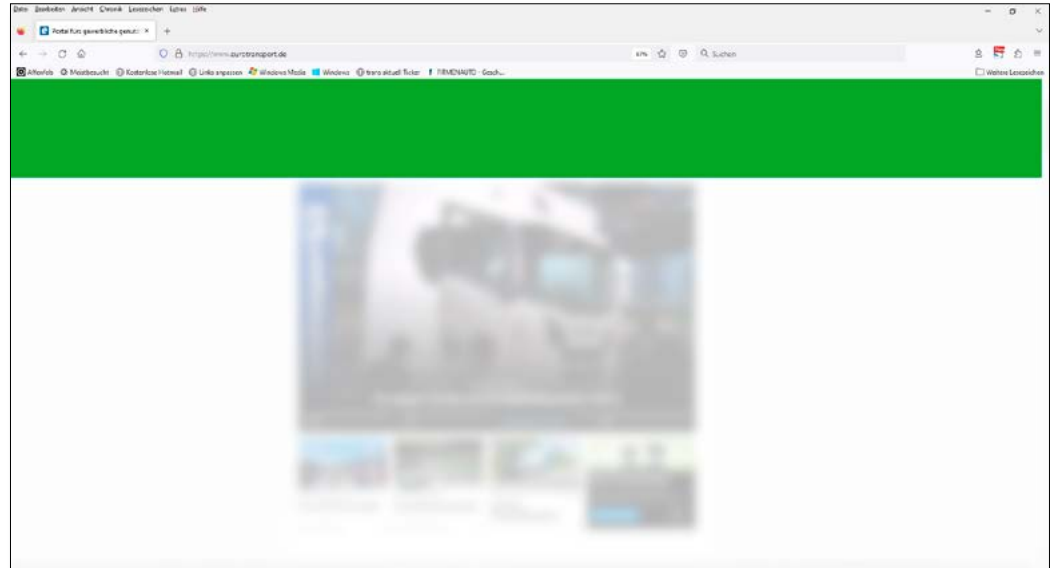
File format and weight:

File type: HTML5;
clickTag support
Maximum weight: 200 kB
Initial + 300 kB subload

TKP: € 160.00

Data delivery:

14 days prior to start date.



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.

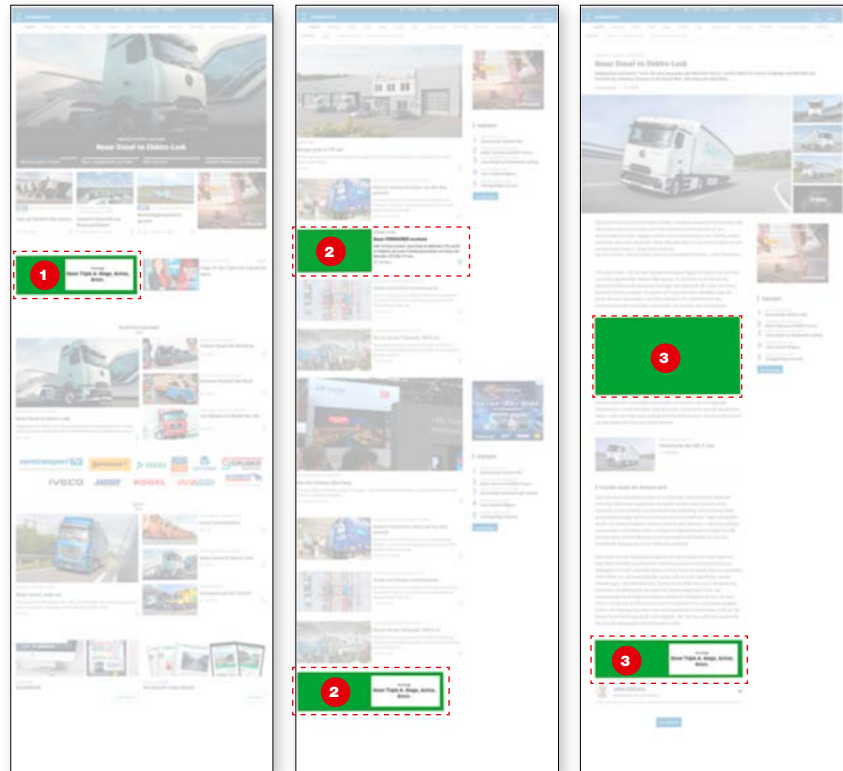
Linking with microsite.

TCP: € 110.00

Position Desktop and Mobile

- ① Home Site - Infeed
- ② Unternavigation - Rubrik und Bottom
- ③ Artikelseite - Middle und Bottom

Data delivery: 14 days prior to start date.



Native Ad Out

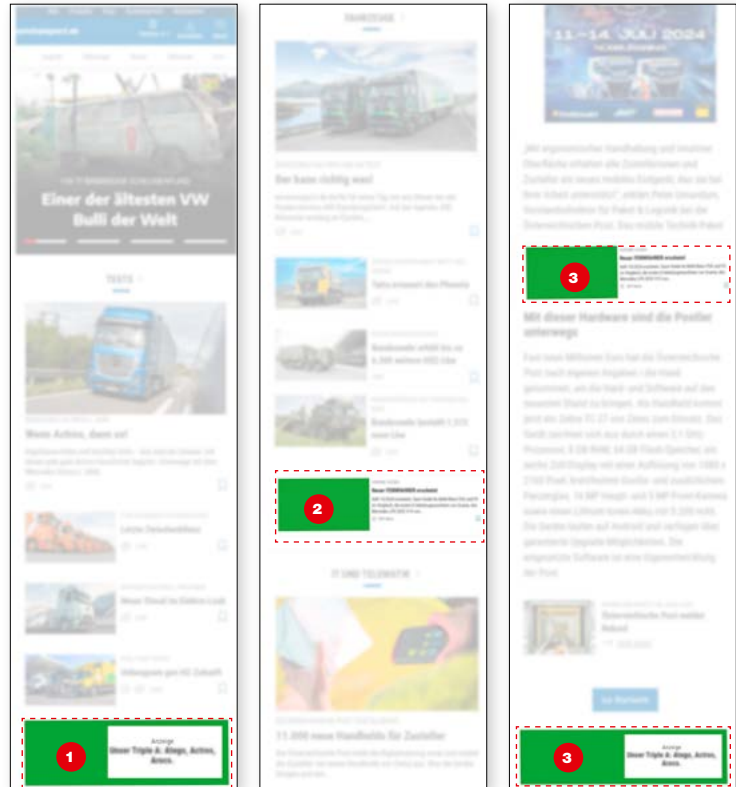
The Native Ad Out format is a photo ad with a high grade of adaptation to the editorial section with one click linked to your side with an external target. Text image ads are always fully adjusted to regular news teasers and labelled as an advertisement.

TCP: € 105.00

Position Desktop and Mobile

- 1 Home Site - Infeed
- 2 Unternavigation - Rubrik und Bottom
- 3 Artikelseite - Middle und Bottom

Data delivery: 14 days prior to start date.



All prices are subject to VAT and are AE-eligible unless otherwise stated.

**Possible booking
in subsequent newsletters**

➔ **Logistics & Management**

Recipients: 5,625*

Days of dispatch: Tuesday & Thursday

➔ **Truck, Trailer & Vans**

Recipients: 3,489*

Days of dispatch: Wednesday

➔ **FERNFAHRER**

Recipients: 3,767*

Days of dispatch: 1 day before
Publication Date

**Price per Release
and Position: € 1,751.00**

➔ **firmenauto**

Recipients: 1.049*

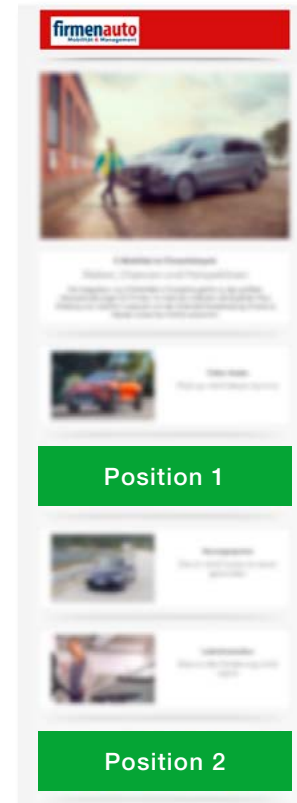
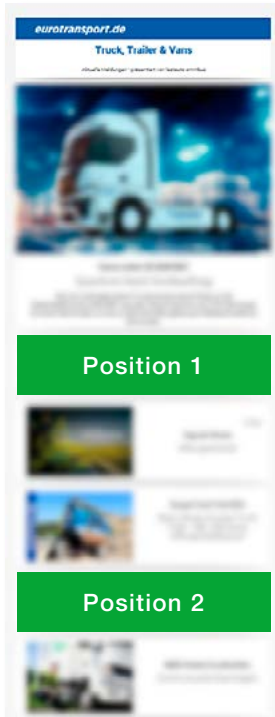
Days of dispatch: Thursday

**Price per Release
and Position: € 940.00**

Data delivery: 10 days prior to start date.

*Current access figures/addressees upon request.

All prices are subject to VAT and are AE-eligible unless otherwise stated.



Newsletter: Broadcasting Schedule and Prices

eurotransport newsletter (Status: July, 2024)*

Broadcasting Days	Topics – Newsletter	Addresses	Prices per Broadcasting
Tuesday & Thursday	Logistics & Management	5,625*	€ 1,751.00
Wednesday	Truck, Trailer & Vans	3,489*	€ 1,751.00
1 day before Publication Date	FERNFAHRER	3,767*	€ 1,751.00

Weekly Packages		Prices	Package Prices
Car and Technology (Tu/Wed)	2 broadcasts	€ 3,502.00	€ 3,222.00
eurotransport total	3 broadcasts	€ 5,253.00	€ 4,728.00

All prices are in Euro + VAT

Runtime and Booking

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

Format:

Fullsize banner 580 x 95 Pixel as jpeg, static, not animated, 72 dpi.

*Current access figures/addressees upon request

All prices are subject to VAT and are AE-eligible unless otherwise stated.

Files:

Please indicate jpeg and destination URL.

Delivery Address:

ads@etm.de

Data Delivery: 10 days prior to posting.

Coordination Online

Doris Viktoria Lorch
Phone +49. 711. 7 84 98-92
E-Mail doris.lorch@etm.de

Desktop

- Billboard 970 x 250 Pixel
- Sitebar 250 x 600 Pixel
- Wallpaper 728 x 90 Pixel plus 120 x 600 Pixel
- Halfpage Ad 300 x 600 Pixel
- Ad Bundle 728 x 90 Pixel plus 120 x 600 Pixel plus 300 x 250 Pixel

Mobile Banner formats

- Mobiler Interscroller 640 x 920 Pixel oder 320 x 480 Pixel
- Mobile High Impact Ad 300 x 400 Pixel
- Mobile Halfpage Ad 300 x 600 Pixel
- Mobile Medium Rectangle 300 x 250 Pixel

Picture files: GIF, JPG, PNG
Ziel-URL

Ad Management

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

Special formats:

- Expandable Skycraper: 160 x 600 Pixel plus 600 Pixel resolution
- Banderole Ad: 770 x 250 Pixel
- Billboard: 970 x 250 Pixel

Newsletter advertisement:

- Fullsize-Banner: 580 x 95 Pixel as jpg, static, not animated, 72 dpi

Data Delivery:
ads@etm.de

Marketing Partner Online

businessAD

Mehr Wert für Marken

Business Advertising GmbH
Tersteegenstr. 30, 40474 Düsseldorf
Phone +49. 2 11. 17 93 47 50
E-Mail werbung@businessad.de

**[http://www.businessad.de/
channel/mittelstand/eurotransport](http://www.businessad.de/channel/mittelstand/eurotransport)**

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



Doris V. Lorch

Marketing

Media advice, offers and orders

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*EuroTransportMedia
Verlags- und Veranstaltungs-GmbH
Das Gemeinschaftsunternehmen von DEKRA,
Motor Presse Stuttgart
und VF-Verlagsgesellschaft*