

1 Web-Address (URL): www.omnibusrevue.de

2 Short characterization:

Comprehensive Internet offer for decision makers in the bus and coach industry. Daily updates of news and background reports, jurisdiction, databases with search function for bus models, business partners, industry sector datas, second hand-buses market and much more. Decision makers, consultants and deciders for public-transit bus and coach industry.

3 Publishing house: Springer Transport Media GmbH
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5 Numbers of hits: Visits: 10,816 / month July 2008
Page impressions: 39,710 / month July 2008

6. Ad forms and prices:

6.1 Banner advertisements

Types of ads	Pixel size	CPM €*
1 Advertorial + Logo (GIF)	300 x 115	55.-
2 Rectangle	300 x 250	75.-
3 Video Rectangle (polite streaming)	300 x 250	75.-
4 Expandable Rectangle (to the left side)	630 x 250	100.-
5 Expandable Rectangle (at the bottom left)	630 x 350	125.-
6 Layer Ad + Rectangle Reminder	On request	150.-
7 Half Page	300 x 600	150.-
8 Expandable Half Page	630 x 600	On request
9 Road Block (two Rectangles)	300 x 250 (2x)	150.-
10 Corner Ad Large	On request	

* Current prices from Oct 1, 2008; CPM = cost per thousand impressions
All prices are plus VAT.

Technical specifications:

- File formats: swf, gif, jpg, html, tag-code (redirect)
- Alternatives: gif, jpg
- File size: up to 80 kb
- Fitting of the click tag
- Audio-files (they can be activated and deactivated by the user)
- Target-URL
- File delivery: 5 working days before the beginning of the campaign

6.2 Newsletter advertisements

Newsletter subscriber:

1,979 / month July 2008

Types of ads	Pixel size	CPM €*
1 Rectangle	300 x 250	75.-
2 Horizontal/Fullsizebanner	650 x 150	75.-
3 Text ad large plus logo/picture	650 x 250	75.-
4 Text ad small plus logo/picture	300 x 115	55.-

* Current prices from Oct 1, 2008; CPM = cost per thousand impressions
All prices are plus VAT.

Technical specifications:

- File formats: animated or static gif/jpg-files
- File size: up to 30 kb
- Alternative text, for all not-html-User (max. 700 characters incl. all space characters and paragraph)
- Target-URL
- File delivery: 2 working days before publication

More information at www.mediacentrum.de.