

**1 Web-Address (URL):** www.trucker.de

**2 Short characterization:**

Up-to-date contents – comprehensive interactivity.  
 www.trucker.de is the Internet community for 600,000 professional truck drivers covering short and long distances. Here, the user finds everything pertaining to the world of commercial vehicles.

**3 Target group:** Trucker in long- and short distance traffic

**4 Publishing house:** Springer Transport Media GmbH  
 Neumarkter Str. 18, 81673 Munich, Germany  
 online-inserate-hvogel@springer.com

**5 Contact person:** Andrea Volz  
 Phone: +49 89/43 72 - 21 24  
 Fax: +49 89/43 72 - 23 98  
 E-mail: andrea.volz@springer.com



certified online service since August 2007

**6 Access control:**

**7 Numbers of hits:** visits: 55,987 (July 2008)  
 page impressions: 795,243 (July 2008)

**8. Ad forms and prices:**

**8.1 Banner advertisements**

Types of ads	Pixel size	CPM €*
1 Advertorial + Logo (GIF)	300 x 115	35.00
2 Rectangle	300 x 250	50.00
3 Video Rectangle (polite streaming)	300 x 250	50.00
4 Expandable Rectangle (to the left side)	630 x 250	75.00
5 Expandable Rectangle (at the bottom left)	630 x 350	100.00
6 Layer Ad + Rectangle Reminder	on request	125.00
7 Half Page	300 x 600	125.00
8 Expandable Half Page	630 x 600	on request
9 Road Block (two Rectangles)	300 x 250 (2x)	125.00
10 Corner Ad Large	on request	

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

**Technical specifications banner:**

- 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

**8.2 Newsletter advertisements**

**Newsletter subscribers:**

946 (July 2008)

Types of ads	Pixel size	CPM €*
1 Rectangle	300 x 250	50.00
2 Horizontal/Fullsizebanner	650 x 150	50.00
3 Text ad large plus logo/picture	650 x 150	50.00
4 Text ad small plus logo/picture	300 x 115	35.00

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

**Technical specifications newsletter:**

- 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

**Text advertisement small:**

Headline: max. 30 characters  
 Text: max. 240 characters incl. all blank lines and paragraphs  
 Logo/Picture: 80 x 20 pixel or 40 x 40 pixel

**Text advertisement large:**

Headline: max. 60 characters  
 Text: max. 700 characters incl. all blank lines and paragraphs  
 Logo/Picture: 130 x 80 pixel or 60 x 80 pixel

**9 eShop:**

Product advertising with link; advert box 300 x 115 px

Pricing example:

- when booking 12 months:

- when booking more than 4 boxes:

€ 199.00 per month

15 % discount

10 % discount

**10 Job market**

Job advertisement

Pricing example 1:	Pricing example 2:
<ul style="list-style-type: none"> <li>• Advert on corporate portal</li>   <li>• 495.00 €</li> <li>• Duration: 4 weeks</li> </ul>	<ul style="list-style-type: none"> <li>• Printed job advert =&gt; At an additional charge of 200.- €, this will be included in our corporate online portal</li> </ul>

For more information visit [www.mediacentrum.de](http://www.mediacentrum.de)