



omnibusrevue.de

MEDIA KIT 2013

Online Ad Types and Online Prices

omnibusrevue.de is the internet portal for coach operators and companies in short-distance public transport. It informs daily with latest news, background reports and articles about jurisdiction. Furthermore, there are databases with search features for bus models, business partners and branch data, in addition a used buses market and much more.

Visits:

Page Impressions:



18,043 (July 2012)

61,067 (July 2012)



Text Display Small
Size: 300 x 115 px

CPM*: 55.00 €



Medium Rectangle
Video Medium Rectangle
Size: 300 x 250 px

CPM*: 75.00 €



Expandable Medium Rectangle Small
Size: 300 x 250 px
630 x 250 px

CPM*: 100.00 €



Expandable Medium Rectangle Large
Size: 300 x 250 px
630 x 350 px

CPM*: 125.00 €



Flash Layer and Medium Rectangle Reminder (Tandem Ad)
Size: 400 x 400 px
300 x 250 px

CPM*: 150.00 €



Half Page
Size: 300 x 600 px

CPM*: 150.00 €



Expandable Half Page
Size: 300 x 600 px
630 x 600 px

Price on request



Skyscraper
Size: 120 x 600 px
160 x 600 px

CPM*: 75.00 €



Superbanner
Size: 728 x 90 px

CPM*: 75.00 €



Wallpaper
Size: Superbanner and Skyscraper
CPM*: 150.00 €

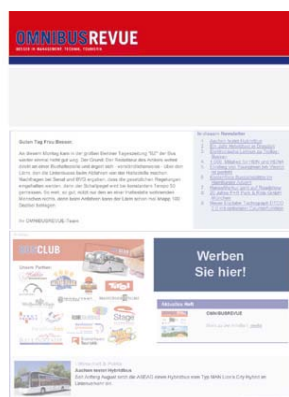
Background colorizing possible

The currently valid VAT must be added to all prices. CPM = cost per 1,000 impressions.

Newsletter:

OMNIBUSREVUE informs the decision makers and executives on a regular basis in an up-to-date and informative online newsletter.

Newsletter subscribers: 2,172 (July 2012)



Text Display Small

Size: 300 x 115 px
Fixed Price: 110.00 €



Medium Rectangle

Size: 300 x 250 px
Fixed Price: 199.00 €



**Cross-/Full-size banner
Text display large**

Size: 650 x 150 px
Fixed Price: 199.00 €

Video in editorial surrounding (Opening or ending credits):

At omnibusrevue.de, we provide the opportunity to place a pre-/post-roll ad before/after a **video** that has been made professionally by the editors. Because the user chooses the editorial content actively, this has a high attention value. The best prerequisite for an optimal advertising effect on your target group.



**Pre or Post Roll
(Opening or ending credits)**
Format: 4:3 or 16:9
Size: max. 5 MB,
Duration: max. 10 sec.
CPM*: 75.00 €

Furthermore, at **omnibusrevue.de** you have the possibility to insert a video of your own. We ensure indexing for SEO-effective dissemination. Price and technical details on request.

The currently valid VAT must be added to all prices. CPM = cost per 1,000 impressions.

Online Ad Types

- File formats: SWF, GIF, JPG, HTML, Tag code (redirect)
- Fallback image: When using a Flash file, always deliver an alternative GIF or JPG file as fallback.
- File size: up to 80 KB.
The maximum size refers to the total amount of all files.
- Sound: generally permitted, provided that following conditions are fulfilled:
As default, the sound of advertising media must be in OFF position. It can only be user-activated (e. g. by pushing a "Sound on" button or a distinctive symbol like a loudspeaker).
The user must always have the possibility to deactivate or to pause the sound.
The volume of the advertising media must be set to an appropriate level.
- Target-URL/ClickCommand;
- Inserting the ClickTag: No hard linking allowed in the Flash files. All URLs and the target window will be generated by our AdServer.
Please use the following code in your Flash file:

```
on (release) {
    getURL(_root.clickTag, "_blank");
}
```

If you are using multiple click areas with different target addresses, name them in ActionScript with clicktag, clicktag1, clicktag2 etc.

- File delivery: minimum 5 working days before the beginning of the campaign.

Video

Pre / Post Roll:

- Digital material must be supplied in best quality possible.
- Optimum image quality: minimum resolution 620 x 350 px (aspect ratio 16:9);
- Optimally, aspect ratio 4:3 or 16:9 – size negligible as the promotional video will adjust to the size of the player.
- Bitrate higher than 2 MBit/s;
- Color depth: 32-bit;
- Format: SWF;
- Spot without pre/post roll (without opening credits, black/white/empty frames);
- File size: max. 5 MB;
- Run time: max. 7-10 sec.;
- Linking to or stating the target-URL (optional);
- File delivery: minimum 3 working days before beginning of the campaign.

Newsletter

Landscape/Full-size Banner, Medium Rectangle

- In Outlook 2007, animated GIF files will no longer be shown in animated form. Therefore deposit all compelling contents within the first frame.
- File formats: static or animated GIF/JPG files;
- File size: up to 30 KB;
- Text version: Alternative text, for all non-html users (max. 700 characters, including all space characters and paragraphs).
- Target-URL/ClickCommand;
- File delivery: 2 working days before publication.

Text Display Small

- File formats: static or animated GIF/JPG files;
- File size: up to 10 KB;
- Logo/Images: 60 x 60 px;
- Text: max. 180 characters, including all space characters and paragraphs;
- Text display size: 300 x 115 px;
- Target-URL/ClickCommand;
- File delivery: 2 working days before publication.

Text Display Large

- File formats: static or animated GIF/JPG files;
- File size: up to 10 KB;
- Logo/Images: 130 x 80 px;
- Text: max. 700 characters, including all space characters and paragraphs;
- Text display size: 650 x 150 px;
- Target-URL/ClickCommand;
- File delivery: 2 working days before publication.

Payment terms:

- direct debit	3% prompt payment discount
- within 10 days	2% prompt payment discount
- within 30 days	
from date of invoice	net
VAT no. DE 152942001	

Bank accounts:

HypoVereinsbank, Munich
IBAN: DE02 7002 0270 1830 2092 00,
BIC: HYVEDEMMXXX

Please note the General Terms and Conditions you can find at vhv.mediacentrum.de.

We'll be pleased to advise you!



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