

1 Web-Address (URL): www.gefahrgut-online.de

2 Short characterization:

Comprehensive internet offer for everyone responsible for the proper handling of hazardous materials. Here, you reach all those who deal with hazardous materials and require practical and specialized knowledge for their daily decisions. Current legal information and commented legal decisions, news and background reports. Seminar and industrial-fair agenda, classified directory, and material database.

3 Target group: Hazardous cargo agents and persons in charge of hazardous cargo in forwarding companies.

4 Publishing house: Verlag Heinrich Vogel
Springer Fachmedien München GmbH
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certified online service since August 2007

6 Access control:

7 Numbers of hits: visits: 13,822 (August 2010)
page impressions: 36,767 (August 2010)

8. Ad forms and prices:

8.1 Banner advertisements

Types of ads	Pixel size	CPM €*
1 Text ads + Logo (GIF)	300 x 115	55.00
2 Rectangle / Video Rectangle	300 x 250	75.00
3 Expandable Rectangle (to the left side)	630 x 250	100.00
4 Expandable Rectangle (at the bottom left)	630 x 350	125.00
5 Layer Ad + Rectangle Reminder	400 x 400	150.00
6 Half Page	300 x 600	150.00
7 Expandable Half Page	630 x 600	on request
8 Road Block (two Rectangles)	300 x 250 (2x)	150.00
9 Wallpaper	on request	150.00
10 Corner Ad Large	on request	

*Current prices from Oct 1, 2010; CPM = cost per thousand impressions. All prices are plus VAT.

Technical specifications banner:

- File formats: swf, gif, jpg, 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

Short characterization:

Every Wednesday hazardous cargo online informs decision makers and executive staff with a current and informative newsletter.

Newsletter subscribers:

4,240 (August 2010)

Types of ads	Pixel size	CPM €*
1 Rectangle	300 x 250	199.00
2 Horizontal / Fullsizebanner or text ad plus logo/picture	650 x 150	199.00

*Current prices from Oct 1, 2010; CPM = cost per thousand impressions. All prices are plus VAT.

Technical specifications newsletter:

- File formats: 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 large:

Headline: max. 60 characters
Text: max. 500 characters incl. all blank lines and paragraphs
Logo/Picture: 130 x 80 pixel or 60 x 80 pixel

9 Seminar entries:

Training entry with logo, seminar description, target group, subjects covered, contact person, fees, lecturers, direct link to booking form, and more.

Pricing example: 1 – 10 entries at 59.00 €each
 11 – 20 entries at 54.00 €each
 over 20 entries at 49.00 €each

10 Marketplace (eShop):

Product advertising with link; advert box 300 x 115 px

Pricing example: 199.00 €per month
- when booking 12 months: 15 % discount
- when booking more than 4 boxes: 10 % discount

11 Job market

Job advertisement

Pricing example 1:	Pricing example 2:	Pricing example 3:
<ul style="list-style-type: none">• Advert on corporate portal• 495.00 €• Duration: 4 weeks	<ul style="list-style-type: none">• Advert on corporate portal and "JobWare"• 995.00 €• Duration: 4 weeks	<ul style="list-style-type: none">• Printed job advert => At an additional charge of 200.- € this will be included in our corporate online portal

12 Industry guide

The portal of "Gefahr/gut" offers a variegated portfolio of industry overviews and product catalogues.

- Virtual business cards with logo, link and company's USP
- Extended company portrait with lifestyle pictures and included video
- Illustration and linking of entire distribution chain within the individual industry and product indexes (industry, distribution partners, products)
- All products can be booked as a print and online combination

Minimum entry: Business card at only 29.00 €per month
 Further options can be booked in addition

For more information visit www.mediacentrum.de.