



**1. Web-Adresse (URL):**

www.logistik-inside.de

**2. Short characterization:**

Target-group-specific Internet offer for decision makers in the transport and logistics industry. Daily updates with the latest news, background information and special issues with product databases, downloads, foto galleries, job markets and further information pertaining to the industry sector.

**4 Publishing house:**

Springer Transport Media GmbH  
Neumarkter Str. 18, 81673 Munich, Germany  
online-inserate-hvogel@springer.com

**5 Contact person:**

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**6 Access control:**

certified online service since August 2007

**7 Numbers of hits:**

visits: 91,244 (July 2008)  
page impressions: 272,702 (July 2008)

**8. Ad forms and prices:**

**8.1 Banner advertisements**

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

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

**Technical specifications:**

- 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 subscriber:

7,372 (July 2008)

Types of ads	Pixel size	CPM €*
1 Rectangle	300 x 250	75.00
2 Horizontal/Fullsizebanner	650 x 150	75.00
3 Text ad large plus logo/picture	650 x 150	75.00
4 Text ad small plus logo/picture	300 x 115	55.00

\*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

**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



### 15 Area sponsoring

The portal of *LOGISTIK* inside offers users not only the day's latest news, but also a high usage value with target group-oriented databases, applications and download areas.

Examples:

- Online cost-of-ownership calculator for commercial vehicles
  - CEP check: interactive rating portal for courier, express and parcel services
- detailed information on request

### 16 WebTV – Experience information

- WebTV offers high-quality information and entertainment
- High-quality specialised information is made available in familiar TV quality
- Features are available around the clock and can be retrieved for up to one year
- WebTV is the ideal way to make your media mix perfect
- As first supplier on a market relevant for the target group of the transport and logistics industry, you profit by the high amount of attention you will attract
- Our online service “www.logistik-inside.de” with its high coverage guarantees a high distribution of your advertisement message

Possibilities:	Over the entire year	For trade fairs:
• Creating and putting online image features	x	x
• Company portrait	x	
• Product introduction	x	x
• Sponsoring of daily trade fair news		x
• Exhibitor's portrait		x
• “Under discussion”		x
• Putting your press conference online		x

#### Your advantages:

- Effectively addressing customers by offering them a holistic experience in a familiar TV format
- attractive editorial environment
- secured attention
- manifold uses
- Downstream exploitation rights without additional charge
- Best value for money
- Minimal wastage, high target-group affinity
- Expert advice, production, and broadcasting all in one hand

On selected trade fairs, we offer sponsoring of news broadcasts, the creation of company portraits, or filming conversations, which will then be made available on our online platform “www.logistik-inside.de” for one year.

Sponsoring of **news broadcasts**: In the opening and end credits of the feature, a short advertisement clip of 25 seconds maximum of the customer is shown.

#### Charges for news sponsoring:

3 news broadcasts	5,400.00 € each
2 news broadcasts	5,900.00 € each
1 news broadcast	6,500.00 €

For an **exhibitor's portrait** or “**Under discussion**”, our film team will shoot a feature of about 3-5 minutes at the customer's stand.

#### Charges for company portrait:

Duration of 3-5 minutes 5,100.00 €

Apart from making your web presence available via our online service, we take over the entire handling and production from A to Z. You tell us your wishes, and we will see to the details.

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