

# 2017

autojob.de  
WIR SIND DIE BRANCHE

DAS KARRIEREPORTAL  
FÜR DIE AUTOMOBILBRANCHE.



## MEDIA KIT 2017

autojob.de, the jobs portal  
from Springer Automotive Media  
[www.autojob.de](http://www.autojob.de)

**Web address (URL):** www.autojob.de

**Access control:**  
IVW-certified since May 2012 

**Access:**  
Visits: 29.322 (3-month average, January to March 2016)  
Page Impressions: 108.257 (3-month average, January to March 2016)

Available on request or at www.ivw.de, section: Online usage data.



**Snapshot Profile:**

### What does autojob.de offer you?

FAST, SIMPLE & DIRECT – **autojob.de**, the jobs portal from Springer Automotive Media. Looking for something? – We'll find it for you!

Whether new employees or employers – the entire automotive branch comes together at **autojob.de**. **autojob.de** addresses precisely those target groups covered by our respected journals AUTOHAUS, Autoflotte, asp AUTO SERVICE PRAXIS, ATZ and MTZ, helping you find the professional staff you need from the fields of sales, garage and industry, for all positions and at every level.

You'll find qualified candidates from the following areas:

- Automotive sales and garages
- Accessories and replacement parts sales
- Production
- Quality assurance
- Project management
- Tyre sales and repair facilities
- Fleet management
- Automotive design & testing
- Industrial engineering

**Target groups:**

Companies and qualified professional staff from the automotive sector.

**Columns:**

- Jobs: sales & garage
- Jobs: industry
- Continuing training
- Jobseekers
- Companies A-Z
- Advice

We'll be glad to advise you: Phone +49 89 203043-0



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[www.springer-automotive-media.de](http://www.springer-automotive-media.de)

### Job Offer



**Presentation:**

- Standard Template: Straightforward, clearly structured template with your logo OR
- Upload your job advert
- Placement: in either Sales & Garage or Industry
- Graphic adjustments like bold print, paragraphs etc. available on request

**Technical specifications:**

- Logo (GIF or JPG)
- Text (MS Word, email, PDF or HTML)
- Upload (PDF or HTML)
- Contact information

**Duration:** 6 weeks  
**Price:** 695.00 €

### Job Offer HTML



**Presentation:**

- HTML Template
- Placement: in either Sales & Garage or Industry
- Prepared according to your template

**Technical specifications:**

- Template (PDF or HTML)
- 900 pixels wide – height is variable
- We can't accommodate CI fonts

**Duration:** 6 weeks  
**Price:** 695.00 €  
+ 200.00 € technical costs

### Prepaid Batch of 10 Adverts



**Presentation:**

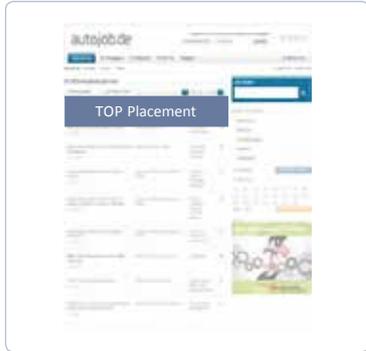
- Upload or one HTML Template
- Placement: in either Sales & Garage or Industry
- Designed according to your template

**Technical specifications:**

- Template (PDF or HTML)
- 900 pixels wide – height is variable
- We can't accommodate CI fonts

**Duration:** 1 year  
**Price:** 4,490.00 €

### Top Placement



**Placement:**

- Results list
- six slots available
- Sorted by dates of all Top Adverts

**Duration:** 3 weeks

**Price:** 200.00 €  
+ Online Job Advert

### Top Job



**Placement:**

- Homepage
- twelve slots available
- Job title and employer with link to a detail view
- Eye-catching placement and better discoverability for jobseekers

**Duration:** 1 week

**Price:** 100.00 €  
+ Online Job Advert

### Link to Newsletter



**Placement:**

- Job title with direct link to job advert in the Newsletter Box
- Branch-specific Newsletters in the Springer Automotive Media family: AUTOHAUS, asp AUTO SERVICE PRAXIS and/or Autoflotte
- five slots available

**Access:** AUTOHAUS:  
30.074 Newsletter subscribers;  
asp AUTO SERVICE PRAXIS:  
8.841 Newsletter subscribers;  
Autoflotte:  
10.585 Newsletter subscribers  
(internal analysis 5/2016)

**Duration:** 1 day

**Price:** 100,00 € per Newsletter  
+ Online Job Advert

### Print Entry



**Placement:**

- Entry with logo, company info and job description
- Trade magazines in the Springer Automotive Media family
- 189 x 20 mm (W x H)

**Duration:** 1 issue

**Price:** 195.00 €  
+ Online Job Advert

## Top Employer



### Presentation:

- Homepage
- Logo and link to your company profile

**Duration:** 4 weeks

**Price:** 495.00 €  
+ Company Profile

## Business Card



### Presentation:

- Listed in Companies A – Z
- Company name, address and URL with direct link to your homepage
- In combination with a job advert: logo and direct link to your advert

**Duration:** Upon registering

**Price:** free

## Company Profile



### Presentation:

- Company entry/product entry
- Long-term and flexible presentation of your company, contact info and/or products
- Image and video galleries
- Information for potential applicants
- Placement in Companies A – Z

### Technical specifications:

- Logo (GIF, JPG or PNG)
- Company address
- Header image max. 940 pixels wide, height is variable (GIF, JPG or PNG)
- Image gallery (max. 20 images, GIF, JPG or PNG)
- Video (FLV, F4V, MP3, MP4 or AVI)

**Duration:** 1 year

**Price:** 495.00 €

Price List:

Advertising form	Content	Duration	Price in €
Job Offer	Standard template or upload <sup>1)</sup>	6 weeks <sup>3)</sup>	695.00
Job Offer HTML	HTML-Template technical costs included	6 weeks <sup>3)</sup>	895.00
Prepaid Batch of 10 Adverts	Upload <sup>1)</sup> or an HTML-Template	1 year <sup>3)</sup>	4.490.00
Job Application		6 weeks	95.00

Company Profile	Placement	Duration	Price in €
Business Card	Logo + address in Companies A – Z	Upon registering	free
Company Profile	Image + text in Companies A – Z	1 year	495.00
Top Employer	Logo + link to company profile	4 weeks	495.00

Additional Options	Placement	Duration	Price in €
Top Placement	Top of the list, sorted by date	3 weeks	+ 200.00
Top Job	Homepage, max. 12 adverts	1 weeks	+ 100.00
Link to Newsletter	Teaser and direkt link in a Springer Automotive Media newsletter	1 day	+ 100.00
Link Website	www.autoflotte.de/job	6 weeks	+ 395.00
Print Entry 189 x 20 mm (width x height)	Career market Trade magazines in the Springer Automotive Media family	1 issue	+ 195.00 <sup>2)</sup>
Advertisements	Career market Trade magazines in the Springer Automotive Media family	1 issue on request	

Box number fee: 12.00 €

<sup>1)</sup> pdf

<sup>2)</sup> Price not subject to agency or other discounts

<sup>3)</sup> Free refresh after 4 weeks

Standard Ad Forms:



Advertising form	No.	Pixel format	CPT in €	Size
Text advert + logo or image	①	300 x 115	55.00	10 KB
Medium rectangle or video medium rectangle	②	300 x 250	75.00	80 KB
Expandable medium rectangle small	② + ③	300 x 250 (630 x 250)	100.00	80 KB
Expandable medium rectangle large	② + ③ + ④	300 x 250 (630 x 350)	125.00	80 KB
Corner ad (ower left-hand corner)		on request	on request	80 KB
Layer Ad + Medium Rectangle Reminder		400 x 400 300 x 250	150.00	80 KB
Super-banner (leaderboard)	⑦	728 x 90	75.00	80 KB
Skyscraper	⑧	120 x 600 160 x 600	75.00	80 KB
Wallpaper (Superbanner + Skyscraper)	⑦ + ⑧	728 x 90 120 or 160 x 600	150.00	80 KB

**Data delivery:** [autojob@springer.com](mailto:autojob@springer.com)

**Technical specifications: Standard advertising formats**

- File formats: gif, .jpg, .html5, Tag-Code (redirect)  
For .html5-files we need a ClickTag (ClickTag specifications on request).
- Wallpapers are not possible in .html5.
- For expandable banners: one Redirect.  
In this context and for layers, we cannot accept .gif or .jpg files.
- File size: up to 80 KB (combined size of all files)
- Audio files (can be activated or deactivated by the user)
- Target URL/Click Command
- Data delivery: 5 working days before the beginning of the campaign

**External Ad Server use:** possible

Detailed technical specifications are available on request or at [sam.mediacentrum.de](http://sam.mediacentrum.de).

**Discounts:** on request

**Payment conditions:**

Payment within ten days with 2 % discount, net amount within 30 days of invoice date.  
Tax ID: DE 152942001

**Bank details:**

HypoVereinsbank Munich (BLZ/Sort code: 700 202 70); Account No. 1 830 209 200  
IBAN DE 02 7002 0270 1830 2092 00, BIC HYVEDEMMXXX

**Terms of business:**

You can find our general terms and conditions at [sam.mediacentrum.de](http://sam.mediacentrum.de).