

1 Web-Address (URL): www.taxi-zeitschrift.de

2 Short characterization:

At www.taxi-zeitschrift.de, the editors of the specialized magazine TAXI offer current news, product information and short judgements for taxi and rental-car companies. The central news of the week is sent in a newsletter each Friday.

3 Publishing house:

Verlag Heinrich Vogel
Springer Fachmedien München GmbH
Aschauer Str. 30, 81549 Munich, Germany
online-inserate-hvogel@springer.com

4 Contact person:

Andrea Volz
Phone: +49 89/20 30 43 - 21 24
Fax: +49 89/20 30 43 - 23 98
E-mail: andrea.volz@springer.com

5 Access control:

-

6 Numbers of hits:

visits: 3,891 (September 2009)
page impressions: 11,655 (September 2009)

7. Ad forms and prices:

7.1 Banner advertisements

Types of ads	Pixel size	CPM €*
1 Advertorial + 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	on request	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 Corner Ad Large	on request	

*Current prices from Oct 1, 2009; 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

7.2 Newsletter advertisements

Newsletter subscriber:

895 (September 2009)

Types of ads	Pixel size	€*
1 Rectangle	300 x 250	99.00
2 Horizontal/Fullsize banner, Text ad plus logo/picture	650 x 150	99.00

*Current prices from Oct 1, 2009; 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 ad 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

8 Basic Entry as Taxi Partner

Vehicles – Supplier/Accessories – Service Provider

- Contact addresses and contact persons –free of charge
 - Company logo
 - Further information
 - Vehicles/products suitable for exams and their conditions
 - Link to your own website/driving school portal
 - Link to the main retailers
- Prices on request

For more information visit www.mediacentrum.de