

**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:**

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**6 Numbers of hits:**

visits: 2,695 (August 2010)  
page impressions: 9,455 (August 2010)

**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	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
9 Corner Ad Large	on request	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, 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:**

1,395 (August 2010)

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, 2010; 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](http://www.mediacentrum.de)