

1 Web-Address (URL): www.verkehrsrundschau.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, photo galleries, job markets and further information pertaining to the industry sector.

3 Target group:

Decision makers in all companies involved in organizing logistics supply chains: carriers, haulage contractors, and logistics service providers, transport companies on own accounts, logisticians in industry and trade as well as courier, express, parcels services and workshops.

4 Publishing house:

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

5 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

6 Access control:

 certified online service since August 2007

7 Numbers of hits:

Visits: 177.243 (August 2010)
Page impressions: 551.772 (August 2010)

8. Ad forms and prices:

8.1 Banner advertisements

Types of ads	Pixel size	CPM €*
1 Text ad + Logo (GIF)	300 x 115	55.-
2 Rectangle/Video Rectangle	300 x 250	75.-
3 Expandable Rectangle (to the left side)	630 x 250	100.-
4 Expandable Rectangle (at the bottom left)	630 x 350	125.-
5 Layer Ad + Rectangle Reminder	on request	150.-
6 Half Page	300 x 600	150.-
7 Expandable Half Page	630 x 600	on request
8 Road Block (two Rectangles)	300 x 250 (2x)	150.-
9 Wallpaper	on request	150.-
10 Corner Ad Large	on request	

* Current prices from Oct 1, 2010; CPM = cost per 1,000 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

Short characterization:

Verkehrsrundschau Online informs the decision makers and executive managers workdaily with a up-to-date and informative newsletter.

Newsletter subscribers:

11,057 (August 2010)

Types of ads	Pixel size	€*
1 Rectangle	300 x 250	499.00
2 Horizontal/Fullsize banneror Text ad	650 x 150	499.00
3 Classified ad	on request	on request

* Current prices from Oct 1, 2010; all prices are plus VAT.

Technical specifications newsletter:

- 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 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

For more information visit www.mediacentrum.de.

