

# Druck&Medien

druck-medien.net



## Media Pack

## Advertising at druck-medien.net

We offer an integrated communications platform for the printing sector under the brand of druck-medien.net.

**Our concept:** independent, accredited trade journalism, modern design and functionality with added value. In addition to the journalistic articles, our website provides you with a series of services – which we are continually expanding.

**Our objective:** More success for the printing industry – and for our advertisement customers as a result.

In addition to all of the standard advertising forms, we would like to create an individual promotion package for you that is tailored to your target group. For example, you can profit from our precise target-group appeal through newsletters or the presentation of specific contents! Whatever you may decide upon – you will always reach the decision-makers and entrepreneurs in the entire printing sector through us. In addition, we have the experts at training facilities and communicators in the supply industry, as well as the responsible print buyers.

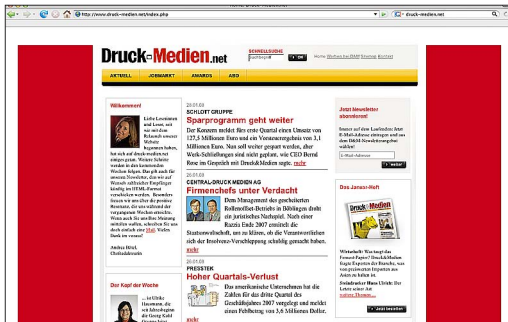
**Ask us - we would be happy to make you an offer.**

Michael Bradke, Key Account Manager  
Fon: +49 (0)40 69 206-453

## Advertising Formats (Prices on page 4)

### ► Skyscraper

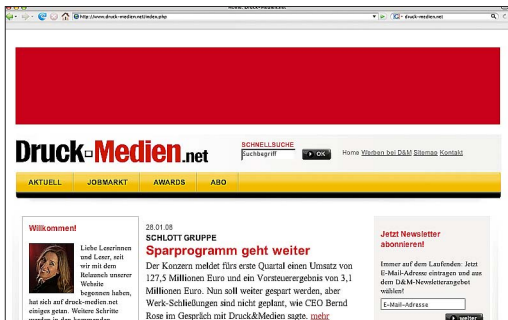
The skyscraper is a portrait advertising space that is placed either to the right or to the left of the content.



**Pixels:** 160 x 600  
**Filesize GIF/JPG/PNG:** 20K (Flash: 25K)

### ► Super Banner

The super banner is a landscape advertising space positioned at the head of the page.

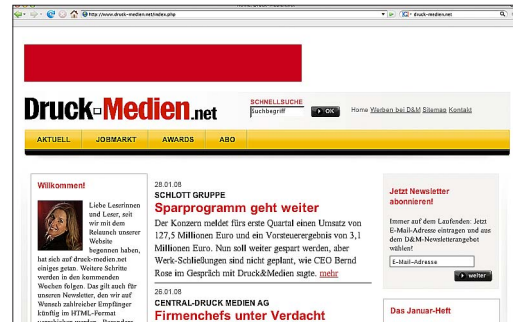


**Pixels:** 728 x 90  
**Filesize GIF/JPG/PNG:** 20K (Flash: 30K)

\* Standard size and minimum height

### ► Full-Size Banner

The full-size banner is a landscape advertising space positioned at the head of the page.



**Pixels:** 468 x 60  
**Filesize GIF/JPG/PNG:** 20K (Flash: 25K)

### ► Content Ad

Content ads are positioned directly in the editorial setting.



**Pixels:** 400 x 300\*  
**Filesize GIF/JPG/PNG:** 20K (Flash: 30K)

**Advertising Formats** (Prices on page 4)

► **Flash Layer Ad**

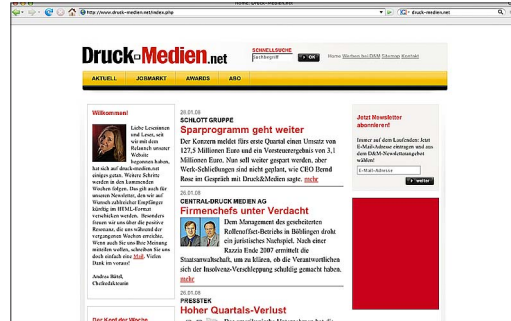
Advertising format without defined size. For example, a graphic element moving from right to left.



**Filesize Flash:** 60K

► **Rectangle**

Rectangles are positioned directly in the editorial setting.



**Pixels:** 180 x 300\*  
**Filesize GIF/JPG/PNG:** 20K (Flash: 30K)

► **Wallpaper**

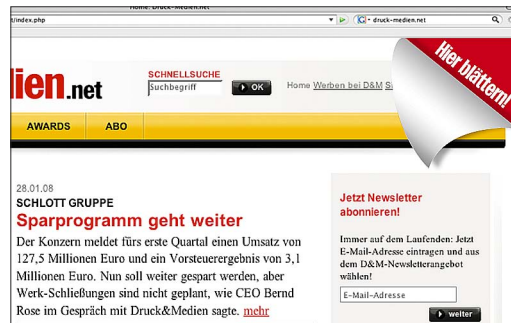
Frames the upper section, as well as the right and left sides of the page.



**Filesize GIF/JPG/PNG:** 60K (Flash: 60K)

► **Pagepeel**

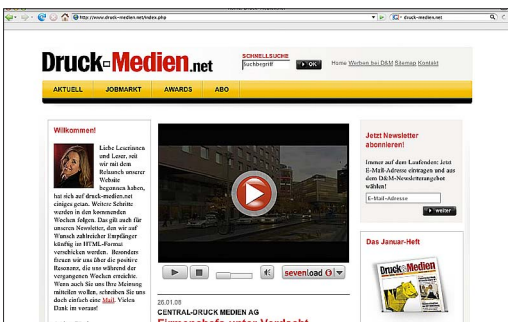
Usually consists of a flash animation and appears in the right or left upper corner.



**Pixels:** 75 x 75 / 80 x 80 / 100 x 100  
**Filesize GIF/JPG/PNG:** 20K (Flash: 30K)

► **Podcasting**

Present a complete product or service presentation as a video.



**Pixels:** Width of 400

► **E-Commerce**

Generation of prospective buyers' addresses. The advertising format of e-commerce is an individual solution that we would be pleased to work out with you. The prices of the content ads, plus the one-time implementation costs, can be used as a reference.

► **Sponsoring**

In sponsoring, clients receive the opportunity to prominently place their brand and/or product names within the editorial environment. The name and logo of the client are integrated through the addition of "Powered by." The advertising format of sponsoring is an individual solution that we would be pleased to work out with you. Individual formats can be arranged.

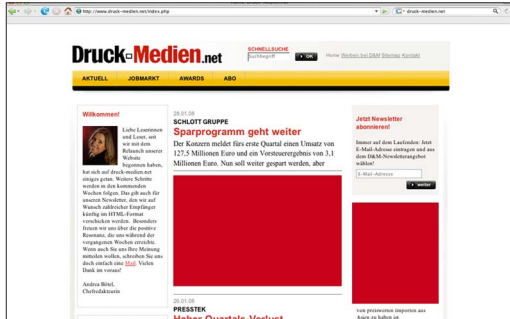
**Pixels:** 400 x 300\*  
**Filesize GIF/JPG/PNG:** 20K (Flash: 30K)

\* Standard size and minimum height

## Newsletter Advertising Formats

### ► Rectangle/Content Ad

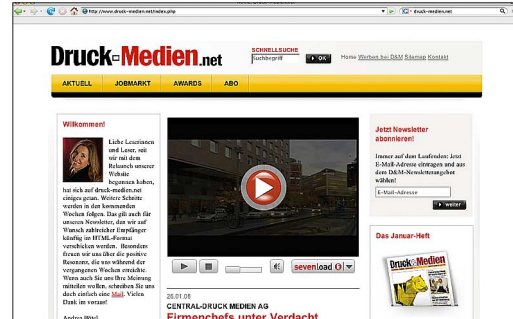
Rectangles or content ads are directly positioned in the editorial setting of the newsletter.



**Pixels:** 180 x 300\* / 400 x 300\*\*  
**Filesize GIF/JPG/PNG:** 20K (Flash: 30K)

### ► Video Advertising

Present a complete product or service presentation as a video.



**Pixels:** Width of 400

## Advertising Formats, Placements and Prices

| Advertising Format Online | Price for 1 month |            |          |          | Price for 3 months |            |          |          | Price for 6 months |            |          |          |
|---------------------------|-------------------|------------|----------|----------|--------------------|------------|----------|----------|--------------------|------------|----------|----------|
|                           | All areas         | Start page | Toplevel | Sublevel | All areas          | Start page | Toplevel | Sublevel | All areas          | Start page | Toplevel | Sublevel |
| Skyscraper                | 2.500,-           | 1.750,-    | 1.313,-  | 656,-    | 5.000,-            | 3.500,-    | 2.625,-  | 1.313,-  | 8.750,-            | 6.125,-    | 4.594,-  | 2.297,-  |
| Fullsize Banner           | 2.000,-           | 1.000,-    | 750,-    | 375,-    | 4.000,-            | 2.000,-    | 1.500,-  | 750,-    | 7.000,-            | 3.500,-    | 2.625,-  | 1.313,-  |
| Super Banner              | 3.000,-           | 1.750,-    | 1.313,-  | 656,-    | 6.000,-            | 3.500,-    | 2.625,-  | 1.313,-  | 10.500,-           | 6.125,-    | 4.594,-  | 2.297,-  |
| Content Ad                | -                 | 1.500,-    | 1.125,-  | 563,-    | -                  | 3.000,-    | 2.250,-  | 1.125,-  | -                  | 5.250,-    | 3.938,-  | 1.969,-  |
| E-Commerce                | -                 | 1.500,-    | 1.125,-  | 563,-    | -                  | 3.000,-    | 2.250,-  | 1.125,-  | -                  | 5.250,-    | 3.938,-  | 1.969,-  |
| Sponsoring                | -                 | -          | 3.000,-  | 1.500,-  | -                  | -          | 6.000,-  | 3.000,-  | -                  | -          | 10.500,- | 5.250,-  |
| Wallpaper                 | 8.400,-           | 4.200,-    | 3.150,-  | 1.575,-  | 16.800,-           | 8.400,-    | 6.300,-  | 3.150,-  | 29.400,-           | 14.700,-   | 11.025,- | 5.513,-  |
| Pagepeel                  | 3.000,-           | 1.500,-    | 1.125,-  | 563,-    | 6.000,-            | 3.000,-    | 2.250,-  | 1.125,-  | 10.500,-           | 5.250,-    | 3.938,-  | 1.969,-  |
| Podcasting                | -                 | 3.000,-    | 2.250,-  | 1.125,-  | -                  | 6.000,-    | 4.500,-  | 2.250,-  | -                  | 10.500,-   | 7.875,-  | 3.938,-  |
| Flash Layer Ad            | 5.000,-           | 2.500,-    | 1.875,-  | 938,-    | 10.000,-           | 5.000,-    | 3.750,-  | 1.875,-  | 17.500,-           | 8.750,-    | 6.563,-  | 3.281,-  |
| Rectangle                 | -                 | 1.100,-    | 825,-    | 413,-    | -                  | 2.200,-    | 1.650,-  | 825,-    | -                  | 3.850,-    | 2.888,-  | 1.444,-  |

| Advertising format Newsletter | Pixels    | Price for 1 Insertion | Price for 3 Insertions | Price from 12 Insertions |
|-------------------------------|-----------|-----------------------|------------------------|--------------------------|
| Content Ad                    | 400 x 300 | 400,-                 | 300,- (per insertion)  | 200,- (per insertion)    |
| Rectangle                     | 180 x 300 | 300,-                 | 225,- (per insertion)  | 150,- (per insertion)    |
| Text Ad                       | 400 x 300 | 300,-                 | 225,- (per insertion)  | 150,- (per insertion)    |

| Ad special Job market | Price/week | Price/month |
|-----------------------|------------|-------------|
| Job of the week       | 250,-      | -           |
| Top company           | 250,-      | 750,-       |
| Top jobs              | 150,-      | 450,-       |

All prices in Euro

### Other formats by request.

15 % agency commission will be credited.  
We would be pleased to prepare an offer for longer-term campaigns for you.

## General Information

### ▶ Advertisement Deadline

Five workdays before start of campaign

### ▶ Data Delivery

Per e-mail to [thomas.stauder@haymarket.de](mailto:thomas.stauder@haymarket.de)

### ▶ Ad Specials

If you are interested in an advertising format that is not included in this list of media data, please contact us directly.

### ▶ Prices

All of the prices listed here are net prices without VAT.

### ▶ Terms of Payment

Payable immediately after receipt of invoice and in any case before the start of the respective campaign. Please see the General Terms and Conditions at [druck-medien.net](http://druck-medien.net) for the additional modalities.

## Contact

### ▶ Publisher

Wolfgang Klages  
Fon: +49 (0)40 69 206-450  
[wolfgang.klages@haymarket.de](mailto:wolfgang.klages@haymarket.de)

### ▶ Key Account Manager

Michael Bradke  
Fon: +49 (0)40 69 206-453  
[michael.bradke@haymarket.de](mailto:michael.bradke@haymarket.de)

The Haymarket logo consists of a dark blue rectangular background with a white vertical bar on the left side. The word "haymarket" is written in a white, lowercase, sans-serif font, with a registered trademark symbol (®) to the upper right of the "t".

haymarket®