

Druck-Medien.net

People | Technology | Business

Media Data

haymarket®

2008

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.

Wolfgang Klages, Publication Manager
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Thomas Stauder, Project Manager Druck&Medien Online
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Forms of Advertising (Prices on page 4)

► Skyscraper

The skyscraper is a vertical-format advertising space that is placed to the right or left of the content.



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

► Super Banner

The super banner is a horizontal advertising space that is 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 horizontal advertising space that is 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)

Forms of Advertising (Prices on page 4)

► Flash-Layer Ad

Advertisement forms without defined size format. For example, a graphic element moves 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

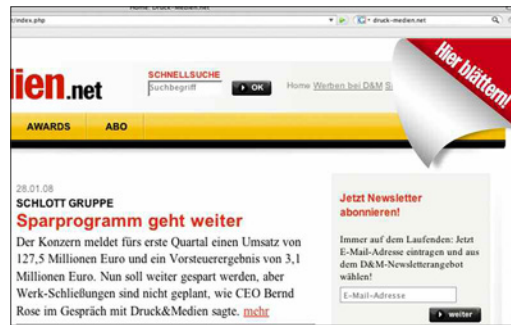
Frames the upper and lower sections, as well as the right and left sides of the page.



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

► Page-Peel

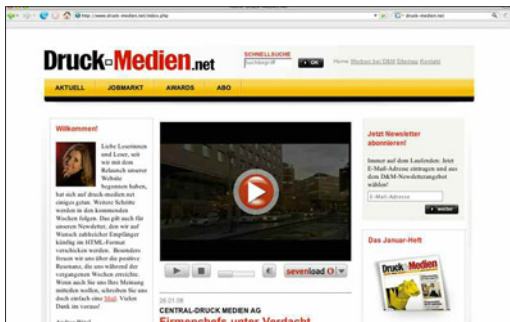
Usually consists of a flash animation and appears in the right or left upper corner.



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

► Video Advertising

You present a complete product or service presentation as a video.



Pixels: Width of 400

► E-Commerce

Generation of interested buyers' addresses. The advertising form 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, the client receives the opportunity to prominently place its 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 advertisement form 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 Forms of Advertising

► 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 Forms, Placements and Prices

Advertising Form	Price for 1 Month				Price for 3 Months				Price for 1 Year			
	All Areas	Start Page	Top Level	Sub-Level	All Areas	Start Page	Top Level	Sub-Level	All Areas	Start Page	Top Level	Sub-Level
Skyscraper	2.000,-	1.000,-	500,-	250,-	4.000,-	2.000,-	1.000,-	500,-	16.000,-	8.000,-	4.000,-	2.000,-
Full-Size Banner	2.000,-	1.000,-	500,-	250,-	4.000,-	2.000,-	1.000,-	500,-	16.000,-	8.000,-	4.000,-	2.000,-
Super Banner	3.000,-	1.500,-	750,-	375,-	6.000,-	3.000,-	1.500,-	750,-	24.000,-	12.000,-	6.000,-	3.000,-
Content Ad	-	1.500,-	750,-	375,-	-	3.000,-	1.500,-	750,-	-	12.000,-	6.000,-	3.000,-
E-Commerce	-	1.500,-	750,-	375,-	-	3.000,-	1.500,-	750,-	-	12.000,-	6.000,-	3.000,-
Sponsoring	-	5.000,-	3.000,-	1.500,-	-	10.000,-	6.000,-	3.000,-	-	40.000,-	24.000,-	12.000,-
Wallpaper	8.400,-	4.200,-	2.100,-	1.050,-	16.800,-	8.400,-	4.200,-	2.100,-	67.200,-	33.600,-	16.800,-	8.400,-
Page-Peel	3.000,-	1.500,-	750,-	375,-	6.000,-	3.000,-	1.500,-	750,-	24.000,-	12.000,-	6.000,-	3.000,-
Video-Advertising	-	3.000,-	1.500,-	750,-	-	6.000,-	3.000,-	1.500,-	-	24.000,-	12.000,-	6.000,-
Layer Ad	5.000,-	2.500,-	1.250,-	625,-	10.000,-	5.000,-	2.500,-	1.250,-	40.000,-	20.000,-	10.000,-	5.000,-
Rectangle	-	1.500,-	750,-	375,-	-	3.000,-	1.500,-	750,-	-	12.000,-	6.000,-	3.000,-

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

Special Ad Forms Job Market	Price	
	Price/Week	Price/Month
Job of the Week	250,-	-
Top Company	250,-	750,-
Top Jobs	150,-	450,-

Other formats by request.

All prices in Euros

When you book through an agency, we grant a 15% agency discount. We would be pleased to prepare an offer for longer-term campaigns for you.

Discount Rate until 30/04/2008	
For booking by 31/03/2008	30%
For booking by 30/04/2008	20%

* Standard size and minimum height (for rectangle with placement on right) ** Standard size and minimum height for centre placement

General Information

► Advertisement Deadline

Five workdays before start of campaign

► Data Delivery

Per e-mail to thomas.stauder@haymarket.de

► Special Advertising Forms

If you are interested in a form of advertising 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.

► Payment Conditions

The invoice amount is due immediately after receipt of the invoice and must be paid in every case before the start of the respective campaign. Please see the General Terms and Conditions at druck-medien.net for the additional modalities.

Contact

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The Haymarket logo consists of a dark blue rectangular background with a red 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 letter 't'.

haymarket®