



Online advertising

Advertising formats and prices: The current rate of VAT must be added to all prices.

Web	Pixel Format	Fixprice in € per week	Kilobites
1 Content Ad (GIF)	auf Anfrage	350,-	max. 10
2 Super Banner	728 x 90	550,-	max. 30
3 SkyScraper	120 x 600	550,-	max. 30
4 Wide SkyScraper	200 x 600	750,-	max. 30
5 Layer	400 x 400	750,-	max. 50
7 Layer Ad + SkyScraper Reminder	auf Anfrage	900,-	max. 50
Web (ad specials)	Pixel Format	Fixprice in €	Kilobites
1 Whitepaper / Best Practice	.pdf	1.500,- (4 weeks)	max. 500
2 WebTV / Webcast	.avi .mpg .mov .wmv	1.200,- (4 weeks)*	on request
3 Stand-Alone-Newsletter		0,75 pro eMail address	on request
4 Microsite		1.500,- (4 weeks) + Setup	on request
5 Sponsorpackage Business-Partner		9.500,- (12 months)**	on request
6 Sponsorpackage Premium-Partner		15.590,- (12 months)**	on request
7 BranchenIndex Business		440,- (12 months)**	on request
8 BranchenIndex FirstClass		780,- (12 months)**	on request
Newsletter	Pixel Format	CPT in €	Kilobites
1 Advertorial/Textad + Logo/Picture (GIF or JPEG)	150 x 100 Text 300 charakters***	55,-	max. 50
2 Advertorial/Textad + Logo/Picture (GIF or JPEG)	150 x 100 Text 650 charakters***	75,-	max. 50
3 Rectangle (GIF or JPEG)	300 x 250	75,-	max. 50

*) Video creating on request, **) Package content on request, ***) inkl. space

Discounts: on request

Conditions agreed for print media will not be applied for online media

Terms of payment:

2% discount if payment is received before publication;
15% commission for agencies;
prices plus VAT.
Payable upon receipt of invoice

Account details:

Postbank Hamburg, account number 576 826 201, bank code 200 100 20

Find our general terms and conditions on www.gwv-media.de

Contact:

Mandy Krause (Advertising Sales)
phone +49(0)611.7878-313 · fax -430
e-mail: mandy.krause@gwv-media.de

Traffic:

on request, alternatively: www.gwv-media.de

Data delivery:

By 2 working days before publication to
banner@gwv-media.de
GIF, JPG, HTML, Flash, DHTML or
Java up to 15 KB (larger on inquiry)

Info Flash:

```

Actionscript 1+ 2
on (release) {
  getURL (_level0.clickTag, "_blank");
}
or
ActionScript 3.0 (Flash CS3)
var _url:String = "";
if (LoaderInfo(root.loaderInfo).parameters.clickTag)
{ _url = LoaderInfo(root.loaderInfo).parameters.clickTag;
  myButton.addEventListener(MouseEvent.CLICK, handleMouse); }
function handleMouse(event:MouseEvent):void
{ navigateToURL(new URLRequest(_url), "_blank");
}

```

use external adservers:

possible