



NEW

- ▶ Three times a week:
Automobilwoche Newsletter
- ▶ weekly:
Newsletter Finance & Insurance
- ▶ weekly:
Newsletter Automotive IT

Three fast lanes to your efficient web advertising: Website, newsletters and news alerts.

1. Super Banner

1. Leaderboard

2. Header Banner

3. SAT

4. Skyscraper

5. Rectangle

5. Rectangle

5. Rectangle

4. Skyscraper

Facts and Figures 2010*

Number of unique visitors	63,608
Number of visits	171,939
Number of page impressions	436,643
Average duration	6:15 minutes

*Average 1st quarter of 2010

Source: **OMNITURE**

Banner Sizes

1. Super Banner / Leaderboard (988 x 139 / 728 x 90 pixels)
2. Header Banner (234 x 60 pixels)
3. SAT (special announcement title, 250 x 209 pixels)
4. Skyscraper Banner (120 x 600 / 150 x 600 pixels)
5. Rectangle (468 x 60 / 300 x 250 / 468 x 200 pixels)

Technical Requirements

Formats:

- GIF, JPG, Flash (Shockwave)

File Formats for Newsletters:

- GIF and JPG only
- Flash files cannot be used

File Sizes:

- No more than 25 k for banners
- Up to 60 k for flash files
- For flash file details see www.craini2i.com/flash

Banner Ads

Time period: 1 month. 3 rotate.

Home Page + Category	Size (Pixels)	Monthly Rate
Super Banner or Leaderboard	988 x 139 or 728 x 90	5,240
Header Banner *	234 x 60	4,610
SAT (special announcement title)	250 x 209	4,180
Skyscraper	120 x 600 or 150 x 600	3,880 / 4,190
Rectangle small/medium/big	468 x 60 / 300 x 250 / 468 x 200	3,140 / 3,140 / 3,410

Run of Site	Size (Pixels)	Monthly Rate
Super Banner or Leaderboard	988 x 139 or 728 x 90	4,180
Header Banner *	234 x 60	4,610
SAT (special announcement title)	250 x 209	3,670
Skyscraper	120 x 600 or 150 x 600	3,880 / 4,190
Rectangle small/medium/big	468 x 60 / 300 x 250 / 468 x 200	2,880 / 2,880 / 3,140

* on Home Page + Category and Run of Site

Exclusive Sponsorship of Special Topics

	Size (Pixels)	Monthly Rate
All banner sizes in Special Topics Dossier	For pixel sizes please see Banner Ads	2,930

Newsletter Ads

1. Automobilwoche Newsletter

Distributed three times a week on Monday, Wednesday and Friday to 29,000 registered recipients.

Type of Banner	Size (Pixels)	Monthly Rate Monday	Monthly Rate Monday + Wednesday	Monthly Rate Monday + Wednesday + Friday
Leaderboard	728 x 90 or 728 x 60	2,360	3,540	4,960
Header Banner	234 x 60	2,070	3,110	4,350
Rectangle	468 x 60	2,000	3,000	4,200

2. Special Topics Newsletters

• **Finance & Insurance** (on Tuesday)

• **Automotive IT** (on Thursday)

Finance & Insurance newsletter distributed weekly on Tuesday, **Automotive IT** newsletter distributed weekly on Thursday.

Rates apply for either of the two days.

NEW

Type of Banner	Size (Pixels)	Monthly Rate
Leaderbord	728 x 90 or 728 x 60	2,750
Rectangle	468 x 60	2,500

3. News Alerts

Distributed at least once a week.

Exclusive Sponsorship	Available Sizes (Pixels)	Monthly Rate
Only one client for each alert	728 x 90 / 234 x 60 / 468 x 60	4,190

Discount Program

Sales in Euros	Discount	Sales in Euros	Discount
5,000 and higher	3%	20,000 and higher	12.5%
10,000 and higher	5%	30,000 and higher	15%
15,000 and higher	10%	40,000 and higher	20%

Discounts for print advertisements can be transferred to online advertising, but not vice versa.