



automobilwoche.de
Das Bookmark der Autobranche

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 2009*

Number of unique visitors	76,038
Number of visits	235,841
Number of page impressions	696,638
Average duration	6:03 minutes

*Average January – September 2009

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
Text ad (without logo)	maximum 350 characters	2,090

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
Text ad (without logo)	maximum 350 characters	2,090

* on Home Page + Category and Run of Site

Exclusive Sponsorship of Special Topics

	Size (Pixels)	Monthly Rate
Text Ad on Home Page + all banner sizes in Special Topics Dossier	For pixel sizes please see Banner Ads	2,930

Newsletter Ads

Distributed twice a week on Tuesday and Thursday to more than 30,000 registered recipients. Rates apply for either of the two days. 30% discount are granted if both days are booked.

Type of Banner	Size (Pixels)	Monthly Rate
Leaderboard	728 x 90 or 728 x 60	2,260
Header Banner	234 x 60	2,070
Rectangle small/big	468 x 60/ 468 x 200	1,840 / 2,000
Text Ad (without logo)	maximum 350 characters	1,670

Circulation: 30,866 (October 2009)

Exclusive Sponsorship of 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

Circulation: see Newsletter.

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.