

**1 Web-Address (URL):** www.omnibusrevue.de

**2 Short characterization:**

www.omnibusrevue.de is the internet portal for decision makers in the bus industry and in the public transport. It offers daily updates of news and background reports, contains jurisdiction topics, databases with search function for bus models, business partners, industry sector datas, furthermore second hand-buses market and much more.

**3 Publishing house:**

Verlag Heinrich Vogel  
Springer Fachmedien München GmbH  
Aschauer Str. 30, 81549 Munich, Germany  
online-inserate-hvogel@springer.com

**4 Contact person:**

Andrea Volz  
Phone +49 89/20 30 43 - 21 24  
Fax +49 89/20 30 43 - 23 98  
E-mail: andrea.volz@springer.com

5 Numbers of hits: Visits: 14,264 / month November 2009  
Page impressions: 57,786 / month November 2009

**6. Ad forms and prices:**

**6.1 Banner advertisements**

Types of ads	Pixel size	CPM €*
1 Text ad + Logo (GIF)	300 x 115	55.-
2 Rectangle/Video Rectangel	300 x 250	75.-
3 Expandable Rectangle (to the left side)	630 x 250	100.-
4 Expandable Rectangle (at the bottom left)	630 x 350	125.-
5 Layer Ad + Rectangle Reminder	400 x 400	150.-
6 Half Page	300 x 600	150.-
7 Expandable Half Page	630 x 600	On request
8 Road Block (two Rectangles)	300 x 250 (2x)	150.-
9 Corner Ad Large	On request	

\* Current prices from Oct 1, 2009; CPM = cost per thousand impressions  
All prices are plus VAT.

**Technical specifications:**

- File formats: swf, gif, jpg, html, tag-code (redirect)
- Alternatives: gif, jpg
- File size: up to 80 kb
- Fitting of the click tag
- Audio-files (they can be activated and deactivated by the user)
- Target-URL
- File delivery: 5 working days before the beginning of the campaign

**6.2 Newsletter advertisements**

**Newsletter subscriber:**

2,640/ month November 2009

Types of ads	Pixel size	€*
1 Rectangle	300 x 250	199.-
2 Horizontal/Fullsizebanner or text ad plus logo/picture	650 x 150	199.-

\* Current prices from Oct 1, 2009; All prices are plus VAT.

**Technical specifications:**

- File formats: animated or static gif/jpg-files
- File size: up to 30 kb
- Alternative text, for all not-html-User (max. 700 characters incl. all space characters and paragraph)
- Target-URL
- File delivery: 2 working days before publication

For more information visit [www.mediacentrum.de](http://www.mediacentrum.de)