

1 Web-Address (URL): www.gefahrgut-online.de


2 Short characterization:

Comprehensive Internet offer for everyone responsible for the proper handling of hazardous materials. Here, you reach all those who deal with hazardous materials and require practical and specialized knowledge for their daily decisions. Current legal information and commented legal decisions, news and background reports. Seminar and industrial-fair agenda, classified directory, and material database.

3 Target group: Hazardous cargo agents and persons in charge of hazardous cargo in forwarding companies.

4 Publishing house: Springer Transport Media GmbH
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5 Contact person: Andrea Volz
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6 Access control:  certified online service since August 2007

7 Numbers of hits: visits: 13,140 (July 2008)
page impressions: 53,350 (July 2008)

8. Ad forms and prices:

8.1 Banner advertisements

Types of ads	Pixel size	CPM €*
1 Advertorial + Logo (GIF)	300 x 115	55.00
2 Rectangle	300 x 250	75.00
3 Video Rectangle (polite streaming)	300 x 250	75.00
4 Expandable Rectangle (to the left side)	630 x 250	100.00
5 Expandable Rectangle (at the bottom left)	630 x 350	125.00
6 Layer Ad + Rectangle Reminder	on request	150.00
7 Half Page	300 x 600	150.00
8 Expandable Half Page	630 x 600	on request
9 Road Block (two Rectangles)	300 x 250 (2x)	150.00
10 Corner Ad Large	on request	

*Current prices from Oct 1, 2008; CPM = cost per thousand impressions. All prices are plus VAT.

Technical specifications banner:

- 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

8.2 Newsletter advertisements

Short characterization:

Every Wednesday hazardous cargo online informs decision makers and executive staff with a current and informative newsletter.

Newsletter subscribers:

2,440 (July 2008)

Types of ads	Pixel size	CPM €*
1 Rectangle	300 x 250	75.00
2 Horizontal/Fullsizebanner	650 x 150	75.00
3 Text ad large plus logo/picture	650 x 250	75.00
4 Text ad small plus logo/picture	300 x 115	55.00

*Current prices from Oct 1, 2008; CPM = cost per thousand impressions. All prices are plus VAT.

Technical specifications newsletter:

- 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

Text advertisement small:

Headline: max. 30 characters
Text: max. 240 characters incl. all blank lines and paragraphs
Logo/Picture: 80 x 20 pixel or 40 x 40 pixel

Text advertisement large:

Headline: max. 60 characters
Text: max. 700 characters incl. all blank lines and paragraphs
Logo/Picture: 130 x 80 pixel or 60 x 80 pixel

