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Content

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"DVZ Der Tag" 4



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Online Rates List No. 58

effective from 01.01.2018

- 1 **Web address (URL):** www.dvz.de
- 2 **Profile in brief:** The whole world of DVZ – only differently!
As reliable as the newspaper but more up to date, straight from the DVZ newsdesk. Information from logistics and transport for the digital reader. Supplemented with useful links, access to DVZ print editions and other publishing offers.
- 3 **Target group:** Decision-makers from logistics, transport and traffic
- 4 **Contact:** Tel.: +49 (0) 40/2 37 14-127
- 5 **Access control:** IVW
- 6 **Hits:** Visits 156.161
Page impressions 332.377 per month, yearly average
(October 2016 – September 2017)
- 7 **Data supply/Deadlines:** At least 3 working days before material is due to be published, by e-mail to: anzeigentechnik@dvz.de
- 8 **Technical data:**
File format: as an image file (.jpg, .png, .gif) or HTML5-file. We also accept JavaScript tags from third parties.
File size: Ensure that the file size is less than 100 KB, and animations should not exceed a length of 15 seconds.
- 9 **External AdServer:** DoubleClick for Publishers

The details of the technical conditions for linking and click counting, detailed information of the formats for desktop-pc, tablet and mobile etc. please refer to our fact sheet on www.dvz.de/online

The diagram shows a website layout for DVZ (Deutsche Verkehrs-Zeitung) with several ad placement spots. The spots are labeled with their dimensions and CPM rates:

- Super Banner Top:** (728 x 90 px), CPM: € 80
- Wallpaper:** (728 x 90 px und 200 x 600 px), CPM: € 110
- Skyscraper:** (200 x 600 px), CPM: € 90
- Content Banner:** (728 x 90 px), CPM: € 110
- Medium Rectangle 1 or 2:** (300 x 250 px), CPM: € 100

Further options available upon request

11 Discounts:

Ad-Impressions	Frequency	Discount
75,000	3	5 %
125,000	6	10 %
175,000	12	15 %
225,000	24	20 %
375,000	48	25 %

or in accordance with DVZ completion (linking isn't possible)

Daily Advertising in “DVZ Der Tag”

effective from 01.01.2018

1 **Frequency:** “DVZ Der Tag” is the daily medium which informs you on the latest news from the transport and logistics industry every morning by e-mail. From Monday to Friday, our editor-in-chief personally addresses DVZ subscribers. Additional special newsletters depending on current events/news.

2 **Reach:** 10,000 recipients total

3 **Discounts:**

Number	Discount	
3 weeks	5 %	or according to DVZ completion (Linkage is not possible)
6 weeks	10 %	
12 weeks	15 %	

2 **Advertisement deadline:** Thursday of the previous week

3 **Data supply:** Weekdays before publication up to 2.00 pm:
anzeigentechnik@dvz.de
A daily change of the advertising materials is possible.

4 **Contact:** Tel: +49 (0)40 /237 14- 127

5 **Advertising formats:**

Skyscraper: 120 x 600 px

Placement: under the portrait
Data format: JPG or GIF (animated),
file size: maximum 150 KB
Price: EUR 3,000 / week

Banner: 570 x 100 px

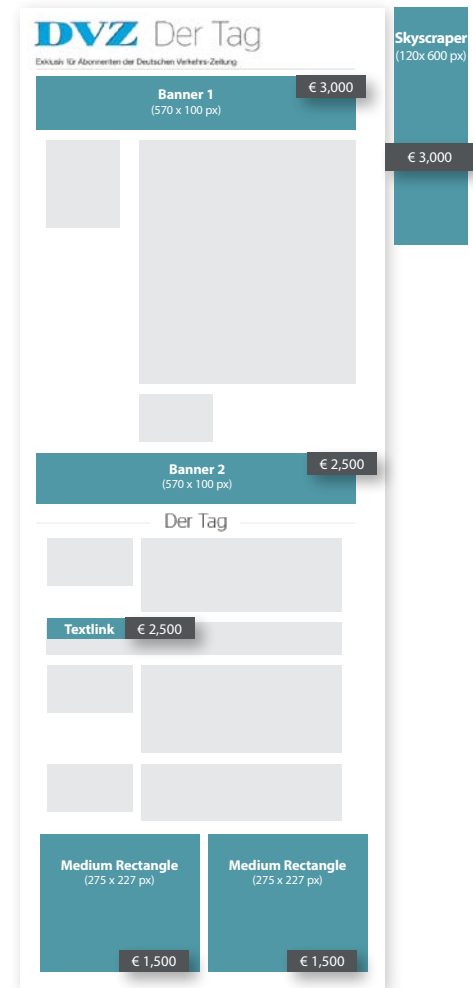
Placement: before or between the reports
Data format: JPG or GIF (animated),
file size: maximum 150 KB
Banner 1: EUR 3,000 / week
Banner 2: EUR 2,500 / week

Medium-Rectangle: 275 x 250 px

Placement: at the bottom
Data format: JPG or GIF (animated),
file size: maximum 150 KB
Price: EUR 1,500 / week

Textlink

Placement after the second report
Data format: 4 lines à 75 characters
Price: EUR 2,000 / week



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