

www.DerBetriebsleiter.de

1 Portrait

- 1 Web adress:** www.DerBetriebsleiter.de
- 2 Brief profile:** At www.DerBetriebsleiter.de you will find all relevant information about the application of pneumatics in all industry sectors. www.DerBetriebsleiter.de thus offers an optimal environment for efficient online advertising.
- 3 Target groups:** Decision makers / managers of production and operations and technical managers in the industry
- 4 Publishing house:** Vereinigte Fachverlage GmbH
- Online advertising:** Andreas Zepig (Advertising Manager)
phone: 0049 / 6131 / 992-206
e-mail: a.zepig@vfmz.de
- Editorial contact:** Martina Laun (Editor)
phone: 0049 / 6131 / 992-233
e-mail: m.laun@vfmz.de

F Formats and technical details

- 1 File formats:** GIF, JPG or FLASH (link must be embedded in the Flash file) (no automated playing sound)
Please include a normal banner in the same size as gif or jpg data, if you order a flash banner.
- 2 Delivery address:** by e-mail to: druckunterlagen@vfmz.de
- 3 Delivery date:** at least three working days prior placement

P Pricelist/Ad-formats

1 Type of advertising and prices: (plus the applicable VAT)

Type of advertising	Formats/volume in pixels	Data volume	Price in € / time unit	
	Fullsize-Banner 468 x 60	40 KB	1	€ 160.-
			2	€ 640.-
	Superbanner 728 x 90	40 KB	1	€ 180.-
			2	€ 670.-
	Skyscraper 120 x 600	40 KB	1	€ 230.-
			2	€ 870.-
	Wallpaper 728 x 90 and 120 x 600	40 KB	1	€ 450.-
			2	€ 1,700.-

1 week, max. bookable 3 x within one month

4 weeks

Acceptance within 12 months (insertion)	
3 x	5 %
6 x	10 %
12 x	15 %
24 x	20 %

All banners run on a rotating basis (max. 3 per placement). Other sizes and placements available on request. No combination or discounts possible between print and online.