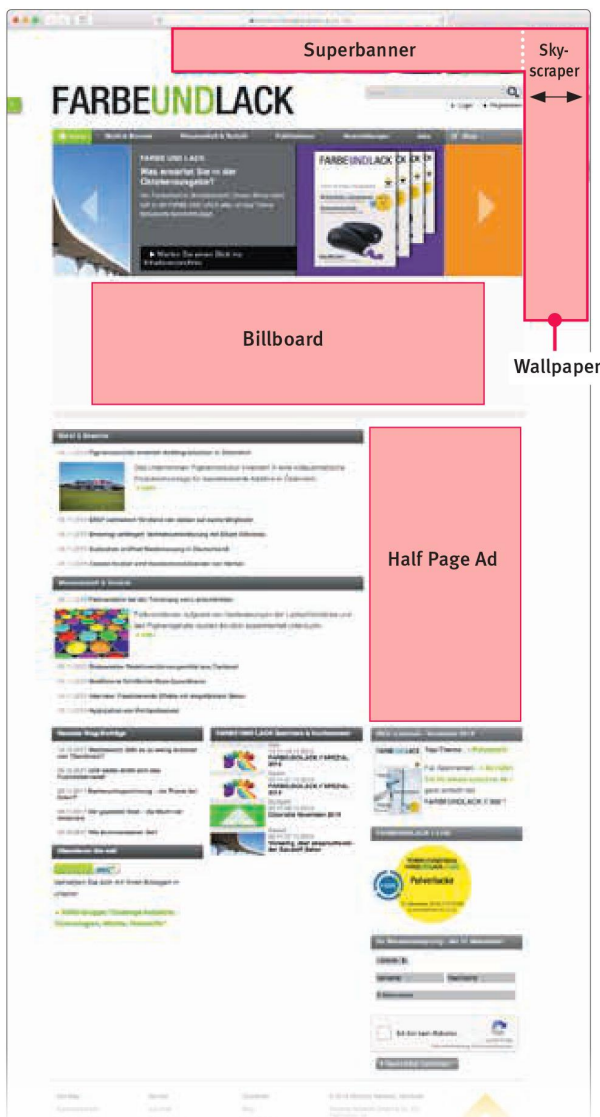


Banner Advertising

Why advertise online on farbeundlack.de?

- **High-class and high-technical advertising environment** with exclusive industry news. Broad market reach and high response rate thanks to approx. **44,000 visits** and **68,000 page views** per month (average January – October 2019) as well as the weekly E-mail newsletter to approx. **29,000 subscribers**.
- **Effective multi-channel marketing** through simultaneous presentation of your advertising message in print and online. Your advertising impact doubles and also reaches out to the online-exclusive users.
- **Transparent metrics** allow you to measure and evaluate the success of your advertising campaign in process – and to optimise artwork, copy or position during the campaign duration.
- **Direct response** via your URL to your website. The user can contact you directly without changing media. Moreover, online users search for information of their own accord. They are always looking for new ideas and techniques: ideal conditions for launching your product and service message.
- **Cost effective for advertising budgets**, from placement to ad creation: online advertising is a cost effective way to begin a marketing campaign.

All banner positions are exclusive, the banner ads will be displayed on all content pages of the website!



| Size | Width x height in pixels | €/month |
|--------------|---------------------------------------|----------|
| Superbanner | 728 x 90 | 2,380.00 |
| Skyscraper | 120 x 600 | 3,060.00 |
| Wallpaper | top: 728 x 90 and right: 120 x 600 | 3,740.00 |
| Half Page Ad | 300 x 600 | 4,420.00 |
| Billboard | 800 x 250 | 5,100.00 |

Discounts

| Series discount | % |
|------------------------|-----|
| 3 insertions (months) | -3 |
| 6 insertions (months) | -5 |
| 9 insertions (months) | -8 |
| 12 insertions (months) | -10 |

Discounts only apply to banner advertisements within 12 months starting with the publication of the first banner ad.
Cancellation period for online advertising orders: 8 weeks before ordered run time

All rates subject to VAT where applicable.

GIF, JPG, PNG, HTML5 or FLASH format, max. 100 KB to kristijan.lugaric@vincentz.net

Please note that some web browsers (e.g. Google Chrome, Safari) no longer support banner in FLASH format.