



- TAKE PART
- GET ON THE RIGHT TRACK
- TAKE A DECISION

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Your publishing partner



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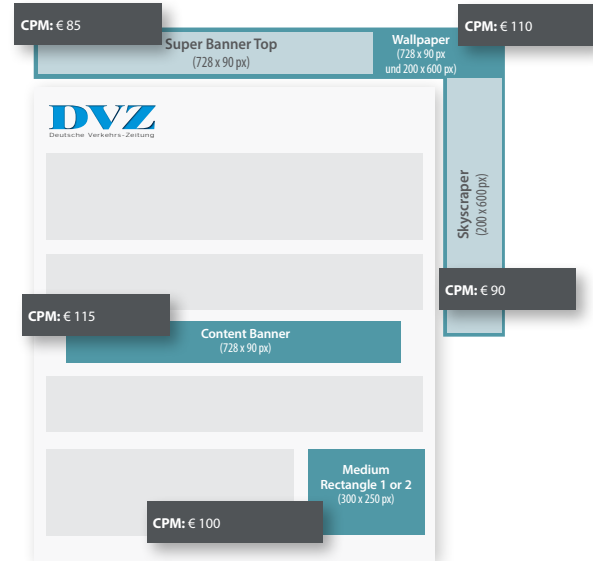
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Online Rates List No. 59

effective from 01.01.2019

- 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 149.741
Page impressions 280.149 per month, yearly average (October 2017 – September 2018)
- 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



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)

Online Advertorial – Your Content with a „Native Look & Feel“

effective from 01.01.2019

1 Description:

The DVZ Online Advertorial is a successful Native Advertising solution, with which you can integrate your content directly into the editorial environment of DVZ.de using image and text elements. With content relevant to the target group, you can effectively position yourself against a subject and offer our users added value in terms of information.

As well as storytelling, the online advertorial is particularly suitable for communicating products and services which require detailed explanation.

With native integration you generate great attention and benefit from the high credibility of our media brand. Traffic links such as image text ads provide content teasers.

2 Events:

- Year-round brand communication
- New product launch
- Advance trade fair communication

3 Presentation:

- Texts and images with native look and feel (graphic elements e.g. infographic are also possible)
- Integration of your content (content generated by you and must be delivered on time) in the DVZ framework
- Text: Recommended number of characters is 3,000 characters, including spaces; Image size 1,920 pixels x 1,080 pixels height.
- Ad identification as advertorial

4 Promotion Options:

- Text display with picture on the DVZ home page
- Promotion in the „DVZ Der Tag“ daily newsletter
- DVZ social media channels

5 Price / Week: from € 4,500

An example of what your online advertorial might look like (subject to change)



Daily Advertising in “DVZ Der Tag”

effective from 01.01.2019

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: on the right, next to header
Data format: JPG
file size: maximum 150 KB
Price: EUR 3,250 /week

Banner: 570 x 100 px

Placement: see illustration
Data format: JPG
file size: maximum 150 KB
Banner 1: EUR 3,000 /week
Banner 2: EUR 2,850 /week

Medium-Rectangle: 275 x 227 px

Placement: at the bottom
Data format: JPG
file size: maximum 150 KB
Price: EUR 1,650 /week

Textlink with picture

Placement after the second report
Data format: Text 250 characters, picture
1.920 x 1.080 px
Price: EUR 2,650 /week

The illustration shows the layout of the DVZ Der Tag email. At the top right, there is a 'Skyscraper' ad (120x600 px) priced at € 3,250. Below it, a 'Banner 1' (570x100 px) is priced at € 3,000. Further down, a 'Banner 2' (570x100 px) is priced at € 2,850. The main content area features a 'Textlink with picture' (€ 2,650) and two 'Medium-Rectangle' ads (275x227 px) at the bottom, each priced at € 1,650. The email header includes the DVZ Der Tag logo and the text 'Einklavi für Abonnenten der Deutschen Verkehrs-Zeitung'.

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