

MEDIA INFORMATION 2021



- DVZ DER TAG
- ONLINE
- ONLINE ADVERTORIAL

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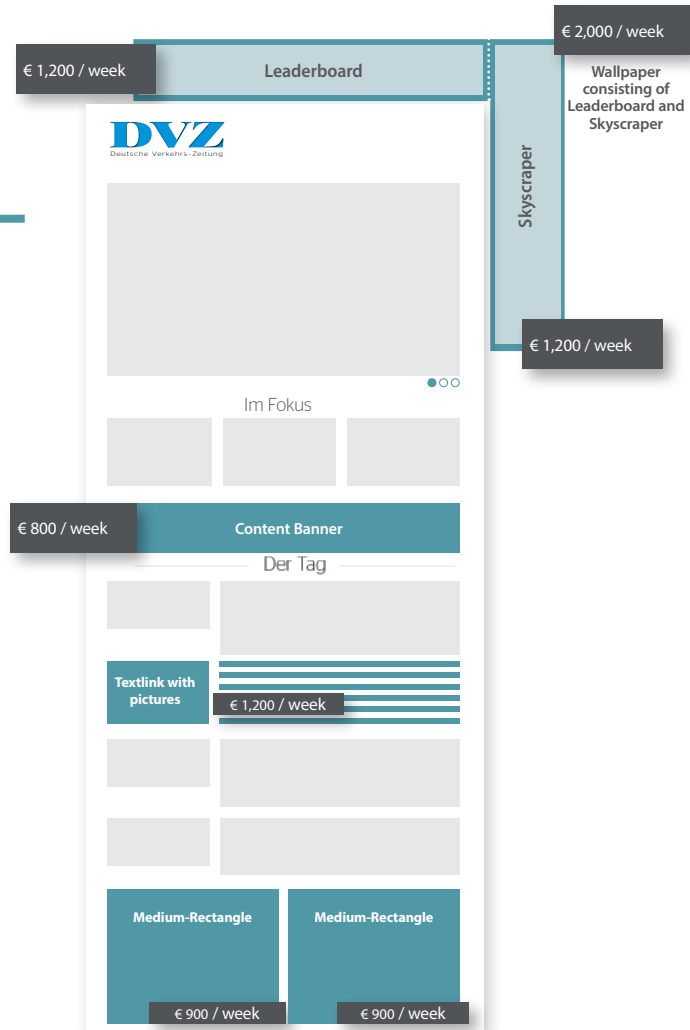
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Online Rates List No. 61

effective from 01.01.2021

- 1 Web address (URL):** www.dvz.de
- 2 Profile in brief:** The whole world of DVZ – just different!
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 Access control:** IVW
- 5 Hits:** Visits 199,141, Unique User 120,636
Page impressions 297,065 per month, yearly average (October 2019 – September 2020) 
- 6 Data supply/Deadlines:** At least 3 working days before material is due to be published, by e-mail to: anzeigentechnik@dvz.de
- 7 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.
- 8 External AdServer:** Google Ad Manager (formerly 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 illustrates the DVZ website layout with various advertising zones and their weekly rates:

- Leaderboard:** Located at the top, priced at € 1,200 / week.
- Skyscraper:** A vertical ad zone on the right side, priced at € 2,000 / week. It contains a "Wallpaper consisting of Leaderboard and Skyscraper".
- Content Banner:** Located below the "Im Fokus" section, priced at € 800 / week.
- Textlink with pictures:** A small ad zone, priced at € 1,200 / week.
- Medium-Rectangle:** Two ad zones at the bottom, each priced at € 900 / week.

The website layout includes the DVZ logo (Deutsche Verkehrs-Zeitung), a "Im Fokus" section, and a "Der Tag" section.

Online Rates List No. 61

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10 Discounts:

Frequency / week	Discount
3	5 %
6	10 %
12	15 %
24	20 %
48	25 %

Or according to DVZ discount conditions
(linking isn't possible)

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

11 Media/formates/prices:

Ad format	Positioning	Desktop	Mobile	Price per week
Wallpaper (Leaderboard plus Skyscraper)	entire site	728x90 px + 120x600 px	not possible	€ 2,000
Leaderboard	entire site	728x90 px 769x90 px	300x125 px	€ 1,200
Skyscraper	entire site	120x600 px 160x600 px 200x600 px	120x600 px 160x600 px 200x600 px	€ 1,200
Content Banner	homepage	728x90 px 769x90 px	300x125 px	€ 800
Billboard Ad	homepage	970x250 px		
Medium Rectangle	entire site	300x250 px	300x125 px	€ 900
Textlink with pictures	homepage	picture 1.920 x 1.080 px + text 250 characters	picture 1.920 x 1.080 px + text 250 characters	€ 1,200

Rotation notes: If demand is high, it is possible that your banner will be placed in rotation with others. Rotation is limited to a maximum of three advertisers per position.

Daily Advertising in “DVZ Der Tag”

effective from 01.01.2021

- 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:** Impressions average 13,500
Recipients approximately 8,000

3 Discounts:

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

- 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 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 newsletter. At the top left is the logo "DVZ Der Tag" with the tagline "Einkauf 102 Abonnenten der Deutschen Verkehrs-Zeitung". The layout includes several advertising spots:

- Banner 1 (570 x 100 px):** Located at the top right, priced at € 3,000.
- Skyscraper (120 x 600 px):** Located on the far right edge, priced at € 3,250.
- Banner 2 (570 x 100 px):** Located below Banner 1, priced at € 2,850.
- Textlink with picture (1.920 x 1.080 px):** Located in the middle section, priced at € 2,650.
- Medium-Rectangle (275 x 227 px):** Two instances at the bottom, each priced at € 1,650.

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

effective from 01.01.2021

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 € 4,900

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



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