



- DVZ DER TAG
- ONLINE
- ONLINE ADVERTORIAL

Content

Online Rates List 3

“DVZ Der Tag” 5

Online Advertorial 6

Your publishing partner



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Online Rates List No. 63

effective from 01.01.2023

- 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 Facts:** Sessions 117,876, User 68,921
Pageviews 199,578 per month, yearly average
(October 2021 – September 2022, measurable range) 📊 Google Analytics
- 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 specifications:**
 - Accepted formats: .jpg, .png, .gif, html5-banner
 - Formats not accepted: JavaScript / JavaScript-Tags, Flash / SWF
 - URLs have to be integrated in a html5-banner using html browser.
 - File size: maximum 150 KB
 - For data protection and technical reasons, we generally do not allow JavaScript and third-party ad server codes for advertising bookings.
 - Requirements for the advertising media URL: Advertising media that are to be placed on websites of DVV Media Group GmbH must have a target URL that leads directly to a (product) website.
 - Links to external web servers (ad servers such as Flashtalking, Criteo, etc.) will not be accepted. However, tracking parameters attached to the target URL are permitted.
- 8 External AdServer:** Google Ad Manager (formerly DoubleClick for Publishers)

The diagram illustrates a website layout with several advertising positions. The DVZ logo (Deutsche Verkehrs-Zeitung) is at the top left. The layout includes:

- Leaderboard:** A horizontal ad slot at the top, priced at € 1,350 / week.
- Skyscraper:** A vertical ad slot on the right side, priced at € 2,100 / week.
- Wallpaper:** A large background ad area on the right, consisting of a Leaderboard and a Skyscraper, priced at € 1,450,- / week.
- Halfpage Ad:** A vertical ad slot on the right side, priced at € 1,450,- / week.
- Im Fokus:** A section with three small image placeholders.
- Content Banner:** A horizontal ad slot below the 'Im Fokus' section, priced at € 950,- / week.
- Billboard Ad:** A horizontal ad slot below the Content Banner.
- Der Tag:** A section with two large image placeholders.
- Textlink with pictures:** A horizontal ad slot below 'Der Tag', priced at € 1,300 / week.
- Medium-Rectangle:** Two identical rectangular ad slots at the bottom, each priced at € 950 / week.

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9 Discounts:

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

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

10 Media/formates/prices:

Ad format	Positioning	Desktop	Mobile	Price per week
Wallpaper (Leaderboard plus Skyscraper)	entire site	728x90 px + 120x600 px	not possible	€ 2,100
Leaderboard	entire site	728x90 px 769x90 px	300x125 px	€ 1,350
Skyscraper	entire site	120x600 px 160x600 px 200x600 px	120x600 px 160x600 px 200x600 px	€ 1,350
Halfpage Ad	entire site	300x600px	300x600 px	€ 1,450
Content Banner	homepage	728x90 px 769x90 px	300x125 px	€ 950
Billboard Ad	homepage	970x250 px		
Medium Rectangle	entire site	300x250 px	300x125 px	€ 950
Textlink with pictures	homepage	picture 1.920 x 1.080 px + text 250 characters	picture 1.920 x 1.080 px + text 250 characters	€ 1,300

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 01.01.2023

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 11,000
Recipients approximately 7,500

3 Discounts:

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

2 Advertisement deadline: 4 working days before publication

3 Data supply: 3 working days before publication:
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 3,000/ week
Banner 3: EUR 2,000/ week

Medium-Rectangle: 275 x 227 px

Placement: at the bottom
Data format: JPG
file size: maximum 150 KB
Price: EUR 1,700/ week

Textlink with picture

Placement after the second report
Data format: Text 250 characters, picture
800 x 450 px
Price: EUR 2,800/ week



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

effective from 01.01.2023

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
Technical specifications:
 - Text 250 characters, image 1.920 x 1.080 px
- Promotion in the „DVZ Der Tag“ daily newsletter
Technical specifications:
 - Text 250 characters, image 800 x 450 px
- DVZ social media channels
Technical specifications:
 - Facebook, LinkedIn: Text about 300 characters, image at least 800 x 450 px

5 Data supply:

At least 5 working days before publication date.

6 Price / Week:

€ 5.500



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