RATE CARD ONLINE 2020

Enclosure to rate card print, price list No. 55 valid from 01/01/2020

Online advertising, rates & ad formats

The web portal for the entire horticulture industry
3 Contact

4 Publisher

5 Rates/Ad Formats
6 Online advertising | ad formats start page/home
7 Online advertising | ad formats subpage
8 Online advertising | ad formats newsletter

9 Crossmedia

10 Technical Info
CONTACT

Our sales team would be happy to help you.

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2 Your contacts

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3 Bank details

Deutsche Bank AG Braunschweig
IBAN DE32 2707 0030 0261 1903 00
BIC DEUTDE2H270

Payment Terms:
Within 14 days of receipt of the invoice.
For advance payment 3% discount. When paying within 8 days of receipt of the invoice or direct debit 2% discount. In case of late payment default commercial interest.
Informieren Sie sich hier über unsere digitalen Werbemöglichkeiten.
Online advertising
start page/home
www.taspo.de

Visits: 39,729 /Month
Page Impressions: 65,285 /Month
Source: Google Analytics, 01/11/18 - 30/10/2019

**Online advertising**

**SuperBanner**
1. Left / 2. Right
Format: 728 x 90 px
Price /week: EUR 460.00

**SkyScraper**
3. Left / 4. Right
Format: 120 x 600 px
Price /week: EUR 460.00

**Wide SkyScraper**
3. Wide Left / 4. Wide Right
Format: 160 x 600 px
Price /week: EUR 580.00

**5. Medium Rectangle**
POS. 1 / POS. 2 / POS. 3
Format: 300 x 250 px
Price /week: EUR 350.00

**6. Special Format**
Format: 640 x 180 px
Price /week: EUR 350.00

**7. Text Box Ad**
Format: 244 x 162 px
Price /week: EUR 300.00
*Pictures and texts please deliver separately!*
Headline: max. 50 characters (including spaces)
Text: max. 240 characters (including spaces) + destination link

**8. Wallpaper**
Format: 728 x 90 + 160 x 600 px
Price /week: EUR 820.00
We would be happy to design your online advertisement.

Technical info

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Prices do not include VAT.
Online advertising subpage

Visits: 6,906 /Month
Page Impressions: 10,104 /Month
Source: Google Analytics, 01/11/18 - 31/10/2019

Prices do not include VAT.

Medium Rectangle
Format: 300 x 250 px
Price /week: EUR 200.00

We would be happy to design your online advertisement.

Technical info
Online advertising Newsletter

Publication details:
twice a week
Number of newsletter recipients: > 3,673
(as of 10/2019)

Prices do not include VAT.
The delivered data must be in the booked format!

Data formats for newsletter advertising:
JPEG or GIF (max. 30 KB)
Extend your advertising campaign to our other trade media with attractive combined discounts!

CLICK ON YOUR FAVORITE MAGAZINE >>
1 Formats for online advertising

All data for online advertising may be delivered as JPG, GIF, PNG or HTML/script tag and may not exceed a data volume of 40 KB per advertisement.

Formats for newsletter advertising:
JPEG or GIF (file size max. 30 KB)

Please send data to anzeigen@haymarket.de.

2 Delivery

The sender is responsible for the timely delivery (advertising deadline) of the data. The publisher assumes no responsibility if the publication of the advertisement is not possible due to failure to comply with the requirements or other reasons.

Please submit data for online banner advertisement 5 working days before agreed date for publication.

3 Contact

For all technical questions, please contact the media office on +49 531 38004-38/-26 or at anzeigen@haymarket.de.

4 Terms & conditions

Online advertising