

RATE CARD ONLINE 2019

Enclosure to rate card print,
price list No. 54 valid from 01/01/2019



The
web portal for
the entire
horticulture
industry



Online advertising,
rates & ad formats

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.

**Halim Amani**

Head of Sales

Tel. +49 531 38004-69

Fax +49 531 38004-25

halim.amani@haymarket.de

**Roland Vieweg**

Media Consulting TASPO GartenMarkt

Tel. +49 531 38004-819

Fax +49 531 38004-25

roland.vieweg@haymarket.de

**Irena Nadel**

Media Consulting TASPO job ads,
gruenejobs.de, TASPO X-mas tree,
IPM Trade fair journal

Tel. +49 531 38004-57

Fax +49 531 38004-25

irena.nadel@haymarket.de

**Jacob Krakow**

Media Consulting TASPO job ads, TASPO
Specials, TASPO publishing Specials

Tel. +49 531 38004-32

Fax +49 531 38004-25

jacob.krakow@haymarket.de

**Sigrid Wegner-Hösl**

Media Consulting
TASPO GaLaBauReport

Tel. +49 531 38004-44

Fax +49 531 38004-25

sigrid.wegner-hoesl@haymarket.de

1 Publisher, Haymarket Media GmbH

Frankfurter Str. 3d
38122 Braunschweig
P.O. Box 8364
38133 Braunschweig

Tel. +49 531 38004-0
Fax +49 531 38004-25
Email info@haymarket.de
Internet www.haymarket.de

2 Your contacts

Content: Daniela Sickinger
responsible

Media Disposal: Christiane Sieling

Tel. +49 531 38004-12
Fax +49 531 38004-40
Email red.online@haymarket.de

Tel. +49 531 38004-38
Fax +49 531 38004-43
Email anzeigendispo@haymarket.de

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.

[Online advertising | ad formats start page/home](#)

[Online advertising | ad formats subpage](#)

[Online advertising | ad formats newsletter](#)

RATES+AD FORMATS

Informieren Sie sich hier über unsere digitalen Werbemöglichkeiten.

Online advertising start page/home

www.taspo.de

Visits: 27,400 /Month

Page Impressions:

51,296 /Month

Source: Google Analytics,
01/10/17 - 30/09/2018

The screenshot shows the TASPO website home page with several ad placements highlighted:

- 1. SUPERBANNER LEFT**: Located at the top left of the page.
- 2. SUPERBANNER RIGHT**: Located at the top right of the page.
- 3. SKYSCRAPER LEFT**: Located on the left side of the main content area.
- 4. SKYSCRAPER RIGHT**: Located on the right side of the main content area.
- 5. MEDIUM RECTANGLE**: Located in the top right of the main content area.
- 6. SPECIAL FORMAT**: Located in the middle of the main content area.
- 7. TEXT BOX AD/TEXT**: Located at the bottom of the page.

SUPERBANNER 1. LEFT / 2. RIGHT

Format: 728 x 90 px
Price /week: EUR 440.00

SKYSCRAPER 3. LEFT / 4. RIGHT

Format: 120 x 600 px
Price /week: EUR 440.00

WIDE SKYSCRAPER 3. WIDE LEFT / 4. WIDE RIGHT

Format: 160 x 600 px
Price /week: EUR 560.00

5. MEDIUM RECTANGLE

Format: 300 x 250 px
Price /week: EUR 320.00

6. SPECIAL FORMAT

Format: 640 x 180 px
Price /week: EUR 320.00

7. TEXT BOX AD*

Format: 244 x 162 px
Price /week: EUR 270.00

*Pictures and texts please deliver separately!
Headline: max. 50 characters (including spaces)
Text: max. 240 characters (including spaces)+ destination link

The screenshot shows the TASPO website home page with a large pink box highlighting the wallpaper ad placement:

- 8. WALLPAPER**: A large vertical ad placement on the right side of the page.

8. WALLPAPER

Format: 728 x 90 + 160 x 600 px
Price /week: EUR 780.00

We would be happy to design your online advertisement.

[Technical info](#)

Online advertising subpage

The screenshot shows the TASPO website interface. At the top, there's a green navigation bar with the TASPO logo and links for 'Arbeits', 'Top Themen', 'Kategorie', 'Mitarbeiter', 'Trends', 'Dienstleistungen', 'Medien', and 'Anfragen'. Below the navigation bar is a large banner image with the text 'TASPO GARTENMARKT'. The main content area is titled 'Artikel zum Thema GartenMarkt' and lists several articles with images and headlines. On the right side, there are two large pink rectangular areas labeled 'MEDIUM RECTANGLE' and a login section for TASPO.

MEDIUM RECTANGLE (SUBPAGE)

Format: 300 x 250 px

Price /week: EUR 175.00

We would be happy to design your online advertisement.

[Technical info](#)

Visits: 27,400 /Month

Page Impressions:

51,296 /Month

Source: Google Analytics,
01/10/17 - 30/09/2018

Online advertising Newsletter

The screenshot shows the TASPO newsletter interface. At the top, there is a header with the TASPO logo and a 'NEWS' button. Below the header, there are navigation links: HOME, BÜROANLAGE, KURS, SERVICE, ANZEIGEN. The main content area features a large image of a trade fair with the headline 'IFW 2018 MIT NEUER HALLENAUFTeilUNG'. Below this, there are two smaller articles: 'BEET & BALKON: FÜR DEN POWER IN VEITDÖRFER' and 'BAUMSCHULE POPPANGS UNTER NEUER LEITUNG'. Four pink rectangular boxes are overlaid on the screenshot to indicate ad placement areas: '1. SKY-SCRAPER TOP' (top right), '2. SKY-SCRAPER BOTTOM' (middle right), '3. CONTENT AD 1' (middle left), and '4. CONTENT AD 2' (bottom left).

1. SKYSCRAPER TOP

Format: 120 x 600 px

Price /mailing: EUR 220.00

2. SKYSCRAPER BOTTOM

Format: 120 x 600 px

Price /mailing: EUR 170.00

3. CONTENT AD 1

Format: 300 x 250 px

Price /mailing: EUR 320.00

4. CONTENT AD 2

Format: 300 x 250 px

Price /mailing: EUR 270.00

[Technical info](#)

Publication details:

twice a week

Number of newsletter

recipients: > 3,288

(as of 10/2018)

The delivered data must be
in the booked format!

Data formats for newsletter advertising:

JPEG or GIF (max. 30 KB)

Crossmedia deals

Digital

Newsletter



Print



Combined discounts

Extend your advertising campaign to our other trade media with attractive combined discounts!

CLICK ON YOUR FAVORITE MAGAZINE >>



www.taspo.de



Technical info terms & conditions

1 Formats for online advertising

All data for online advertising may be delivered as JPG, GIF, PNG oder 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 anzeigendispo@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 anzeigendispo@haymarket.de.

4 Terms & conditions

[Online advertising](#)