MEDIA INFORMATION 2012

www.STADTUNDGRUEN.de

Online promotion – banner

The website of STADT UND GRÜN offers a platform for news and information to the decision makers and landscape architects of the „public green" – as an addition to the monthly published print edition.

Take the advantage of the online edition for a successful cross media promotion. Be quick off the market towards current events and benefit from the permanent availability of the online medium. Your customers are only one click away.

Wallpaper

Consisting of
a superbanner and
a skyscraper.
Format: 1070 x 86 pixel
Format 200 x 748 pixel
Height may vary

Price 690,– €

Superbanner

Large-scale advertisement
above the content.
Format: 810 x 86 pixel

Price 460,– €

Skyscraper

Advertisement format
right beside the content.
Format 200 x 748 pixel
Height may vary

Price 460,– €

Banner

Above the content,
format 380 x 86 pixel
Or beside the content,
format 200 x 350 pixel

Price 320,– €

Text banner

Advertisement space
within the editorial
content.
Format 468 x 60 pixel

Price 200,– €

Active Logo

(rotating)

Within the editorial
content of the website,
the archive and the
supplier and service
directory.

If the cursor points
to the logo (format:
145 x 65 pixel), an
additional **advertisement
window** (format: 240 x
190 pixel) will open up.

Price 240,– €

All rates refer to a period of 1 week. Delivery format: jpeg, gif or flash. All rates excluding VAT.

Online promotion – video

With STADT UND GRÜN Video Store, you have the possibility to reach your customers with commercials, short profiles or interviews. Present your company and products, show your machines at work, explain the operational procedure – this is how you can promote your company in an extraordinary way. Benefit from the possibilities of visual communication!

SUG-Homepage

SUG-Video store

Technical Details:

Videos are broadcasted in the formats 3:4 and 16:9, via Flash Player and Quicktime.
Aspect ratio format 4:3: 640 x 480 pixel, bit rate 384, frames 30.
Aspect ratio format 16:9: 640 x 360 pixel, bit rate 384, frames 30.
Delivery format: flash or quicktime, or as DVD, AVI, DIVX.
The videos should have a max. running time of 8 minutes, the max. size is 40 MB.

Video:

One week online at the video store,
plus random rotation in the rubric "Aktuelles" on the website (minimum term of 4 weeks).
Price: 120,– €

Web address
www.stadtundgruen.de

Your contact person
Andreas Fischer
Phone: +49(0)30 89 59 03 41

Contact anzeigen@patzerverlag.de
Phone +49(0)30 89 59 03 0
Fax +49(0)30 89 59 03 17

Address
Koenigsallee 65
14193 Berlin
Germany

Delivery of data material
One week before the planned ad placement via e-mail or FTP.

Publisher
Patzer Verlag GmbH & Co. KG, Berlin-Hannover

Discounts
Discounts for space booked within 52 weeks

Banner			Video		
From	6 placements	5 %	From	6 weeks	5 %
From	13 placements	10 %	From	13 weeks	10 %
From	26 placements	15 %	From	26 weeks	15 %
From	52 placements	20 %	From	52 weeks	20 %

All rates refer to a period of 1 week. All rates excluding VAT. Rate card n° 1, effective from October 1st, 2011.