

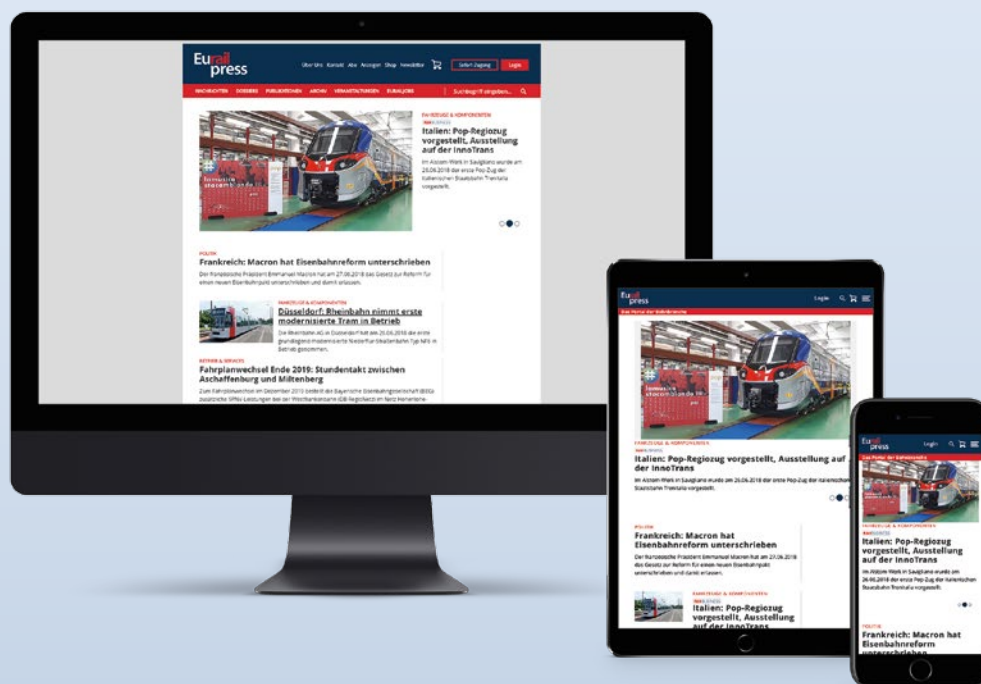
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Eurailpress Online

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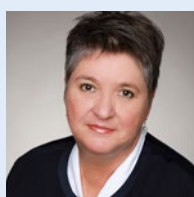


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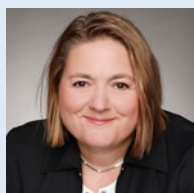
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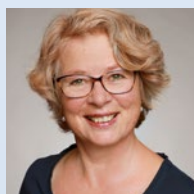
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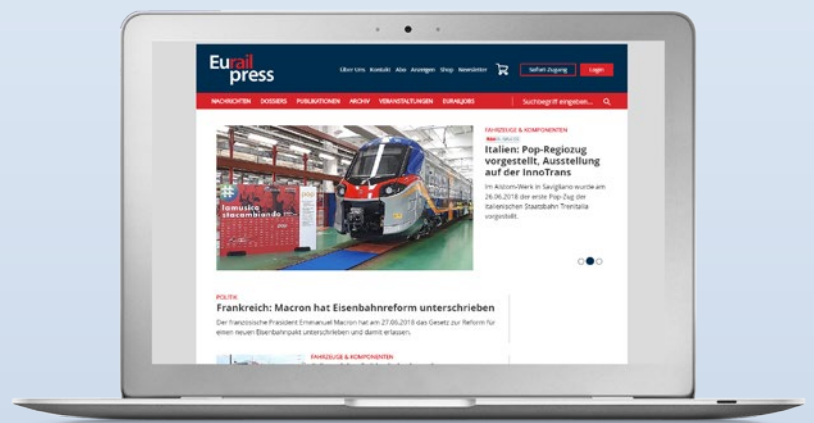
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Print and online are two advertising channels which, if combined in the right way, can reach potential customers very effectively and with maximum reach. Target groups are not homogeneous but complex with very different needs and behaviour patterns. Those who want maximum advertising success should, therefore, combine print advertisements with banner advertising or e-newsletters.

Successful online advertising

Advantages of online marketing

- Online marketing reaches people who are actively seeking information.
- Online advertising enables direct interaction with the target group.
- Campaigns can be optimised and motifs or placement changed at any time
- You can respond to occurrences or changes in the market immediately.
- Online advertising on select websites guarantees minimal coverage loss.
- The targeted use of online advertising signals to others that the company which is advertising operates in a future orientated, dynamic, flexible and innovative way and this is a very important aspect in maintaining a good image.



Conclusion:

The goal is to have the right advertisement appear on the screen of the right user at the right time. Here the internet offers the considerable advantage that you can directly measure the advertising success and then respond to this.

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Eurailpress.com offers the latest daily news reports, information on tenders and jobs, an extensive archive, the weeks's most important news as well as a detailed jobs and career section. Accompanied by our weekly e-newsletter with approx. 16,000 subscribers, Eurailpress.de is the most important source of information for the rail industry in German-speaking Central European countries.

Eurailpress Digital Facts

Online marketing has become an essential marketing tool. With **Eurailpress.com** you will increase your brand awareness and benefit from the following:

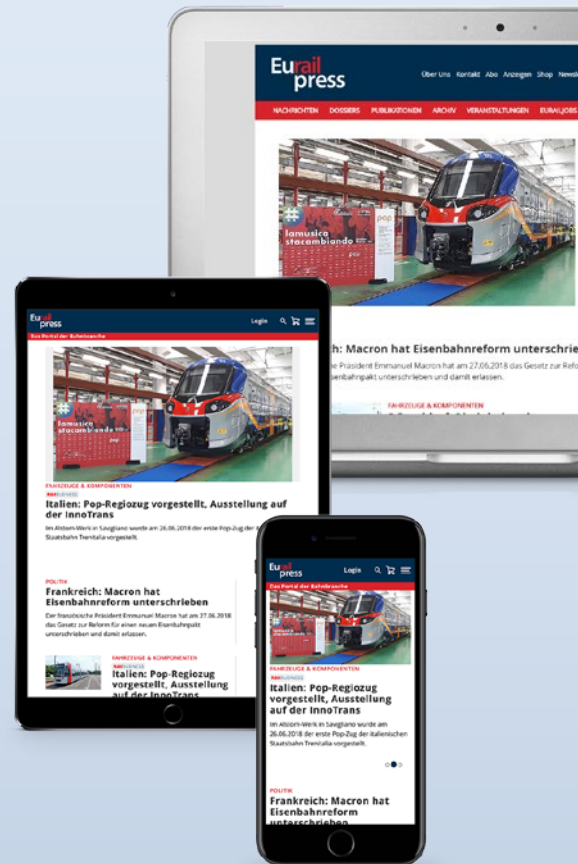
Facts*:

- Eurailpress.de is used by **18,722 decision-makers** and opinion leaders a month
- The website generates **45,513 visits** a month
- More than **125,982 page impressions** a month is evidence of quality content
- The weekly e-newsletter has **approx. 16,000 subscribers**

Whether banner advertising on **Eurailpress.com**, sponsoring of the weekly e-newsletter or the booking of the e-newsletter mailing list for your own purposes, we are a reliable partner in all things concerning online marketing.

We provide the market leading print and online media of the rail industry with maximum reach. Furthermore, our publishing team is available to offer skilled and ongoing advice and assistance.

* Ø month Jan. – September 2018

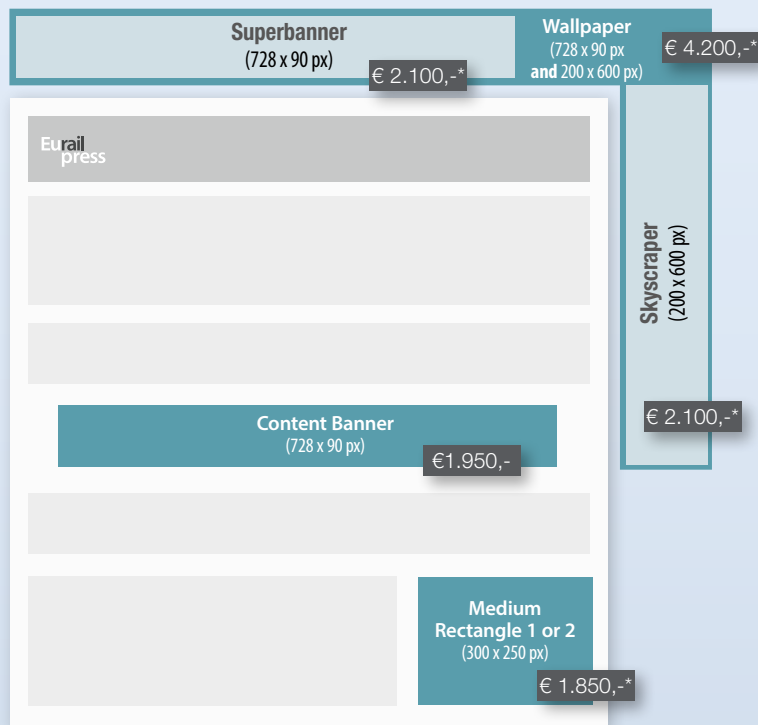


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With our various formats for banner ad you can reach all more **16,000 experts** who use **Eurailpress.com** regularly.

Banners | Formats + Rates



Banner	Formate	Euro
Medium Rectangle	Desktop 300 x 250 px	€ 1,850
Content Banner	Desktop 728 x 90 px	€ 1,950
Super Banner	Desktop 728 x 90 px	€ 2,100
Skyscraper	Desktop 120 x 600 px	€ 2,100
Wallpaper	Super Banner M (Desktop 728 x 90 px) + Skyscraper (120 x 600 px)	€ 4,200

Discounts	
2 months	= 5%
4 months	= 10%
6 months	= 15%
12 months	= 20%

px = Pixel

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Banners | Technical Specifications

Technical specifications and guidelines for banners:

Banners may be supplied in GIF, JPG, PNG or Flash format. We also accept banner tags from third party suppliers in HTML format. The file size of the banner should not exceed 100 KB and animation should last a maximum of 15 seconds.

Rotation note:

In the case of great demand we may show your advertisement in rotation with another banner.

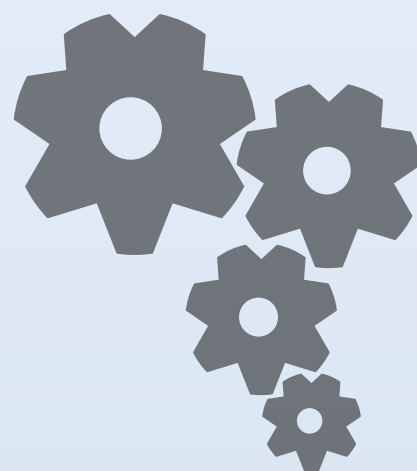
Links:

Banners may also include a link. We accept click tags. Please contact us for further details.

Supply data:

At least 3 working days before publication date by e-mail to:
cornelia.baer@dvmmedia.com

Please contact us if you would like to use rich media formats.



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The e-newsletter from **Eurailpress.com** weekly news is a favourite source of information amongst industry experts. It offers a weekly summary of the latest news from the rail industry as well as information on forthcoming events. The e-newsletter is sent every Friday to approx. 16,000 experts from the rail industry and provides its sponsors with excellent results. Each newsletter has only one exclusive sponsor.

E-newsletter

Price: each mailing € 1,390,-

Technical specifications:

- All images must be supplied in **GIF** or **JPG** format and the file size should not exceed 100 Kb.
- All images must be hosted externally by the customer. All links including image links must be live links.
- Text for the Advertorial has to be delivered as a Word Document with **max 1,500 characters incl. blanks**

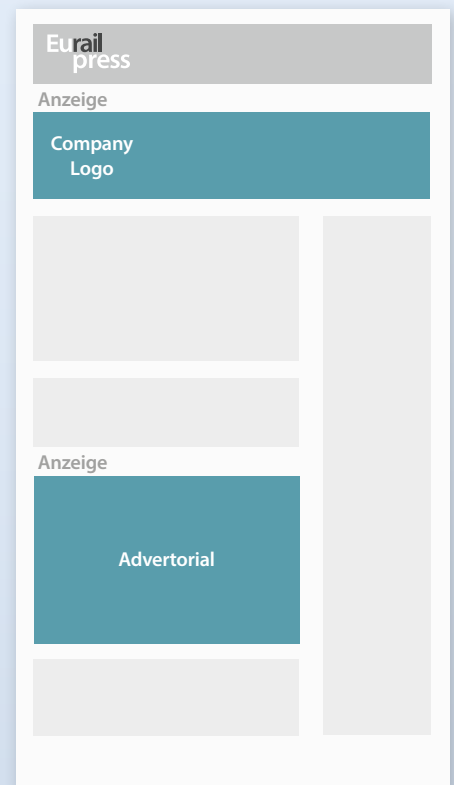
Advertorial: Photo 275 x 229 pixels plus text with **max. 1,500 characters** including blanks

Logo/header: 570 x 60 or 94 pixels

Supply: 3 working days before publication.

E-newsletter example

Introduction into the newsletter occurs via your company logo – with excellent placement, the logo clearly stands out from the content. Just before the end of the newsletter you have the opportunity to add either whole advertisement or a headline and information text, possibly also with images. Your advertising in our e-newsletter is extremely efficient. The qualified mailing list guarantees you minimal coverage loss. Hereby the e-newsletter offers you outstanding value for money.



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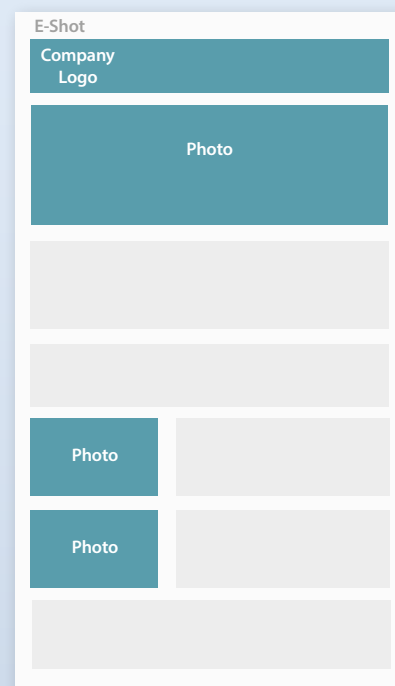
Our customised e-mails offer you the opportunity to reach approx. 16,000 highly qualified contacts in the rail industry with our extensive databank. Hereby each mail may be individually tailored to suit your exact needs. This type of e-mail marketing is ideal for the acquisition of new business partners and customers, product and innovation presentations, event announcements, surveys and increasing your brand awareness.

E-Shot – our mailing list for your company

Price: per mailing € 2,390,-

Technical specifications and guidelines for customised e-mails:

- All e-mails must be supplied in valid HTML format also as text only version (TXT file or Word document).
- E-mails should not exceed a maximum width of 700 pixels. There is no height limit.
- All images must be hosted externally by the customer. All links including image links must be live links. Relative links are not possible.
- Files should be as small as possible, ideally 40 to 100 Kb.
- Do not use JavaScript or Flash or forms, frames, animated GIF files or embedded videos.
- Please state a subject line for your e-mail with a maximum of 80 characters (including spaces) – less than 50 characters is recommended.
- The footer of the e-mail already includes notes on how the recipient can unsubscribe from the Eurailpress mailing list. You do not, therefore, need to include any information in your draft or sample concerning this. The header of the e-mail includes a link for the web version of your mail – you do not, therefore, need to add a link to your own web version.



We do not assume responsibility for the display of the e-mail in various e-mail programmes.

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Please also follow us at:

