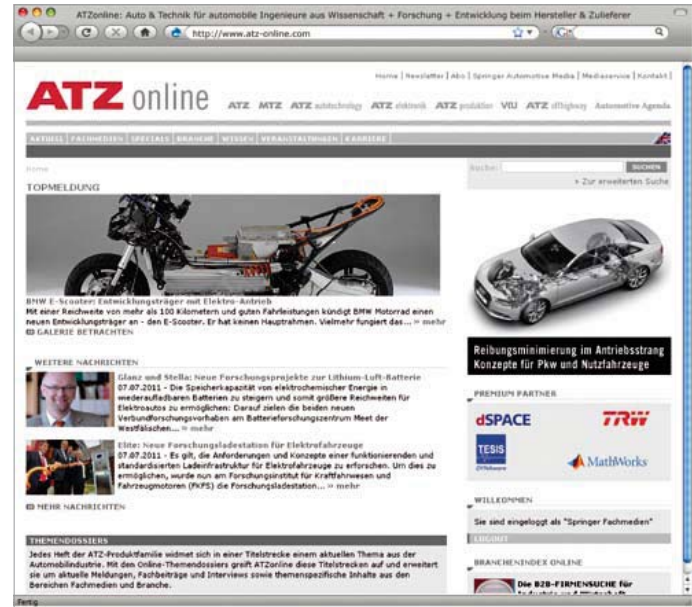




- 1 Web address (URL):** www.atzonline.de
- 2 Brief description:** **ATZonline** is the comprehensive portal for the technical magazines ATZ, MTZ, ATZelektronik and ATZproduktion. It provides engineers and decision-makers in the automotive industry with the latest technology and sector news. The unique subject portfolio with its exclusive contents serve user's need for knowledge throughout the entire value creation chain.
- 3 Target group:** Decision-makers and developers in the automotive and automotive supplier industry, and those active in motor development and production
- 4 Publishing company:** Springer Fachmedien Wiesbaden GmbH  
Springer Automotive Media  
**Contact editor:** Johannes Winterhagen (Editor-in-Chief)  
phone +49 (0)611 / 78 78 – 342  
johannes.winterhagen@springer.com  
**Contact advertising:** **Volker Hasedenz** (Sales Management)  
phone +49 (0)611 / 78 78 – 269  
volker.hasedenz@best-ad-media.de  
**Frank Nagel** (Media Sales)  
phone +49 (0)611 / 78 78 – 395  
frank.nagel@best-ad-media.de  
**Carolin Habermann** (Sales Management Online)  
phone +49 (0)611 / 78 78 – 211  
carolin.habermann@best-ad-media.de
- 5 Usage data:** Page 20



### 1 Advertisement formats and prices (Prices in Euro)

Web	Pixel Format	CPM	kB
Superbanner (Big Size)	728 x 90	75	max. 45
Skyscraper	120 x 600	75	max. 45
Wide Skyscraper	160 x 600 or 200 x 600	75	max. 45
Medium Rectangle Site Rotation	300 x 250	75	max. 45
Medium Rectangle Fixed 1st Position	300 x 250	85	max. 45
Expandable Rectangle Small	from 300 x 250 to 630 x 250	100	max. 45
Expandable Rectangle Large	from 300 x 250 to 630 x 350	125	max. 45
Video Rectangle (Polite Streaming)	300 x 250	75	max. 45
Wallpaper (Superbanner + Skyscraper)	728 x 90 + 120 x 600	150	each max. 45
Layer Ad + Rectangle Reminder (Tandem Ad)	on request	150	max. 45
Half Page	300 x 600	150	max. 45
Expandable Half Page	from 300 x 600 to 630 x 600	on request	max. 45
Text and Logo (GIF)	300 x 115	55	max. 45

For details on special ad formats, please visit [www.best-ad-media.de/special-ads](http://www.best-ad-media.de/special-ads)

- 2 Discounts:** On request (conditions agreed on for print media do not apply for online media)
- 3 Payment conditions:** 2% discount for payment prior to publication; 15% agency commission, agency status must be verified with the commissioning at the latest and in the form of an excerpt from the German Trade Register (Handelsregister); valid for Germany: additional VAT applies to all prices listed; payment due: upon receipt of invoice.

**Banking information:** Springer Fachmedien Wiesbaden GmbH  
Deutsche Bank Berlin  
Bank Nr. (BLZ): 100 700 00 | Account Nr.: 069700300  
Swift/BIC: DEUTDEBB  
IBAN: DE09 1007 0000 0069 7003 00

**You can find our general terms and conditions at [www.best-ad-media.de/gtc](http://www.best-ad-media.de/gtc)**

You can find our specifications for online advertising on page 21.

### 1 Access control:



### 2 Usage data:

Visits:  
190,900 per month (Ø July 2010 – June 2011)  
Page Impressions:  
659,500 per month (Ø July 2010 – June 2011)  
For the latest usage data, visit:  
[www.best-ad-media.de/details-atzonline](http://www.best-ad-media.de/details-atzonline)

## Results of the 2011 ATZonline User Survey

### ATZonline offers an attractive advertising environment.

Portal characteristics (very good/good)



### Ads on ATZonline activate users.

- ▶ **88%** of our users reported acquiring further information at a provider's homepage because of information on products or providers they saw on ATZonline.

### Our users are predominantly male.

- ▶ **95%** male, **5%** female

### ATZonline users are well educated.

- ▶ **83%** have degrees from a traditional university or university of applied sciences; some even have their doctorates.

### ATZonline successfully reaches decision-makers.

- ▶ **88%** of our users either make investment decisions directly or fulfil an advisory function in investment planning at their companies.
- ▶ **38%** hold leadership positions at their companies.

Source: 2011 Online User Survey, n=1,231, conducted by Best Ad Media + eResult



### 1 Data formats:

Flash, GIF, HTML, JPEG  
Redirects possible

If Flash files are submitted, an alternative GIF version should always also be sent as a fallback image.

Size: max. 45 kB per advertisement. The maximum allowable file size is based on the file size of the respective file(s).

Best Ad Media reserves the right to reject files that would be especially straining for CPUs; a utilisation level of 40% may not be exceeded (for standard PCs).

Sound can be included in advertisements, provided the following conditions are met:

- At the start of the advertisement, the sound must be turned off. Only a specific action on the part of the user (click) should activate the sound.
- There should be a clearly visible button to turn off the sound.
- When the ad (e.g. its layer) is closed, the sound must automatically end.

Information on Flash, expandable advertisements, HTML, and the use of redirects:  
[www.best-ad-media.de/data-delivery](http://www.best-ad-media.de/data-delivery)

### 2 Delivery address:

[banner@best-ad-media.de](mailto:banner@best-ad-media.de)

### 3 Delivery deadline:

Up to 2 business days prior to activation

Target link:

Please be sure to include the target link for each ad.

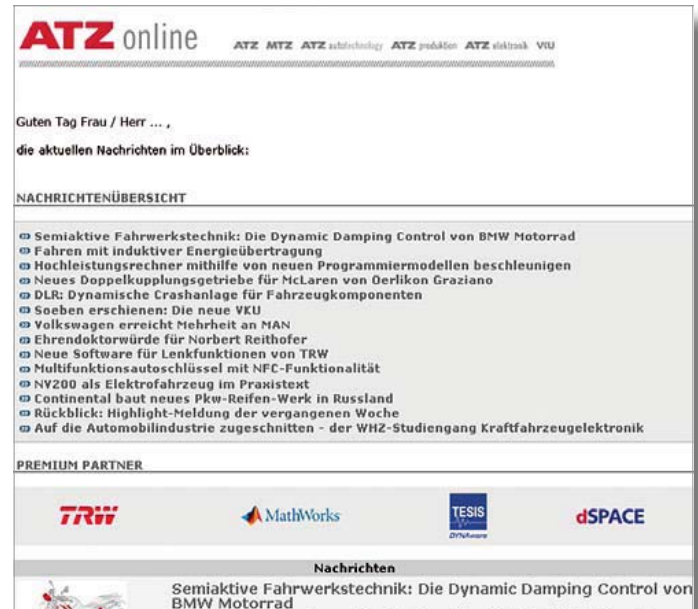
### 4 Newsletter advertisements:

If newsletter-format ads are submitted, please note that animations cannot be displayed.

### 5 Contact:

Nicole Brzank  
Advertising & Layout  
phone +49 (0)611 / 78 78 – 616  
[banner@best-ad-media.de](mailto:banner@best-ad-media.de)

- 1 Name:** **ATZ** online  
newsletter@atzonline.de
- 2 Brief description:** Our newsletter provides engineers and decision-makers in the automotive industry with the latest technical and branch-related news, offering a brief and compact overview of current developments.
- 3 Target group:** Decision-makers and developers in the automotive and automotive supplier industry, and those active in motor development and production
- 4 Frequency:** National: every Tuesday and Friday  
International: always on the publication date of the journal ATZ (11x)
- 5 Publishing company:** Springer Fachmedien Wiesbaden GmbH  
Springer Automotive Media
- Contact editor:** Johannes Winterhagen (Editor-in-Chief)  
phone +49 (0)611 / 78 78 – 342  
johannes.winterhagen@springer.com
- Contact advertising:** **Volker Hesedenz** (Head of Sales Management)  
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**Frank Nagel** (Media Sales)  
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frank.nagel@best-ad-media.de  
**Carolin Habermann** (Sales Management Online)  
phone +49 (0)611 / 78 78 – 211  
carolin.habermann@best-ad-media.de
- 6 Usage data:** Current number of recipients on request.



### 1 Advertisement formats and prices (Prices in Euro)

Newsletter	Pixel Format	CPM	kB
Advertorial/Textad + Logo/Picture (GIF or JPEG)*	Pic 140 x 100, Text 300 characters **)	55	max. 45
Advertorial/Textad + Logo/Picture (GIF or JPEG)*	Pic 140 x 100, Text 650 characters **)	75	max. 45
Fullsize Banner (GIF or JPEG)*	468 x 60	75	max. 45
Rectangle (GIF or JPEG)*	300 x 250	75	max. 45

\*) not animated files; \*\*) incl. spaces

- 2 Discounts:** Conditions agreed for print media will not be applied for online media, on request
- 3 Payment conditions:** 2% discount for payment prior to publication; 15% agency commission, agency status must be verified with the commissioning at the latest and in the form of an excerpt from the German Trade Register (Handelsregister); valid for Germany: additional VAT applies to all prices listed; payment due: upon receipt of invoice.
- Banking information:** Springer Fachmedien Wiesbaden GmbH  
Deutsche Bank Berlin  
Bank Nr. (BLZ): 100 700 00 | Account Nr.: 069700300  
Swift/BIC: DEUTDEBB  
IBAN: DE09 1007 0000 0069 7003 00

**You can find our general terms and conditions at [www.best-ad-media.de/gtc](http://www.best-ad-media.de/gtc)**

You can find our specifications for online advertising at [www.best-ad-media.de/data-delivery](http://www.best-ad-media.de/data-delivery)