

- 1 **Web address (URL):** www.innovative-verwaltung.de
- 2 **Brief description:** innovative-verwaltung.de is the information portal of „innovative VERWALTUNG“, the specialist magazine for successful administrative management. The portal provides the latest news and information on the public sector and essential content from the print issues, including an archive and an extensive service area.
- 3 **Target group:** Executive directors, managers and staff working in public institutions in Germany, Austria and Switzerland, as well as corporate representatives working in the public sector.
- 4 **Publishing company:** Springer Fachmedien Wiesbaden GmbH Gabler Verlag
Contact editor: Michael Klöker (Editor-in-Chief)
POB 1130, 27722 Worspede, Germany
phone +49 (0)4792 / 95 52 – 77
innovative-verwaltung@kloeker.com
Contact advertising: **Eva Hanenberg** (Sales Management)
phone +49 (0)611 / 78 78 – 226
eva.hanenberg@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:** Current number of recipients on request and at www.best-ad-media.de/details-innovative-verwaltung-online.



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

- 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

You can find our specifications for online advertising on page 10.

1 Dateiformate:

Flash, GIF, HTML, JPEG
Redirects möglich

Bei Einsatz einer Flash-Datei ist grundsätzlich immer eine alternative GIF-Datei als Fallback-Image anzuliefern.

Größe: max. 45 kB je Werbeform. Die maximale Größenangabe bezieht sich auf das Gesamtgewicht der jeweiligen Datei.

Best Ad Media behält sich vor, Dateien abzulehnen, die besonders CPU-lastig sind. Eine Auslastung von 40% darf nicht überschritten werden (Standard-PC).

Sound in Werbemittel ist erlaubt, wenn folgende Bedingungen eingehalten werden:

- Bei Start des Werbemittels muss der Sound ausgeschaltet sein. Nur eine eindeutige Aktion durch den User darf den Sound aktivieren (Klick)
- Eine deutlich sichtbare Schaltfläche zur Deaktivierung
- Mit dem Schließen des Werbemittels (z.B. Layer) muss der Sound enden

Infos zu Flash, Expandable Werbeformen, HTML, Einsatz von Redirects:
www.best-ad-media.de/datenanlieferung

2 Lieferadresse:

banner@best-ad-media.de

3 Lieferfrist:

Bis 2 Werktage vor Schaltbeginn
Ziellink:
Bitte vergessen Sie nicht, den Ziellink für jedes Werbemittel einzeln anzugeben.

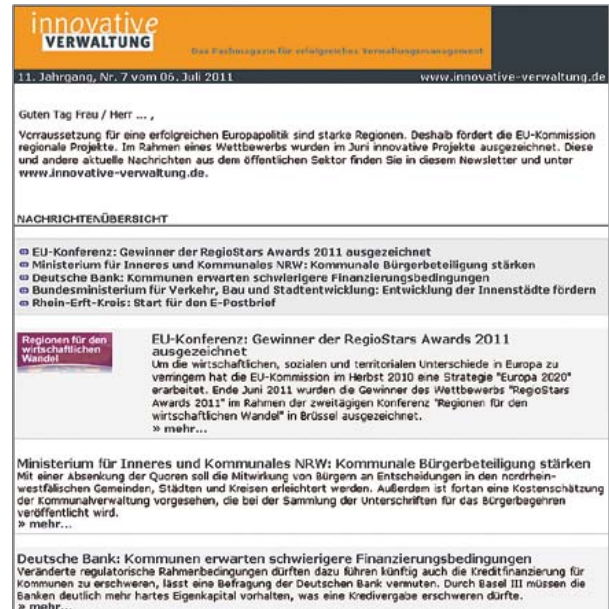
4 Newsletterwerbung:

Bei der Anlieferung von Newsletterwerbematerialien ist außerdem zu beachten, dass keine Animationen dargestellt werden können.

5 Kontakt:

Nicole Brzank
Disposition
tel +49 (0)611 / 78 78 – 616
banner@best-ad-media.de

- 1 Name:** Verwaltung aktuell – Newsletter innovative VERWALTUNG,
- 2 Brief description:** This newsletter reports on innovative activities in the public sector and presents selected information on successful administrative management together with the columns from its information portal www.innovative-verwaltung.de
- 3 Target group:** Executive directors, managers and staff working in public institutions in Germany, Austria and Switzerland, as well as corporate representatives working in the public sector.
- 4 Frequency:** Twice per month
- 5 Publishing company:** Springer Fachmedien Wiesbaden GmbH
Gabler Verlag
- Contact editor:** Michael Klöker (Editor-in-Chief)
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1 Advertisement formats and prices (Prices in Euro)

Newsletter	Pixel Format	Fixed Price	kB
Advertorial/Textad + Logo/Picture (GIF or JPEG)*)	Pic 140 x 100, Text 300 characters **)	350	max. 45
Advertorial/Textad + Logo/Picture (GIF or JPEG)*)	Pic 140 x 100, Text 650 characters **)	450	max. 45
Fullsize Banner (GIF or JPEG)*)	468 x 60	450	max. 45
Rectangle (GIF or JPEG)*)	300 x 250	450	max. 45

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

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You can find our specifications for online advertising at www.best-ad-media.de/data-delivery