



rettungsdienst.de  
NEWS / FORTBILDUNG / MEINUNG / PRAXIS

# Online Media data 2015/2016

Price list No. 10 Valid from 01.09.2015

The largest german-speaking  
news portal  
for rescue services.

Your number  
one media  
partner for the  
16 RETTmobil!

## ■ Brief profile

**Fresh ideas for successful advertising:  
That's how we arouse enthusiasm for your brand**

[www.rettungsdienst.de](http://www.rettungsdienst.de) is the number 1 on Google under the term „rettungsdienst“. And for good reason: By clearly structured pages with clear categories users can discover the entire range of issues taking advantage of our valuable expert knowledge.

With its wide range of visitors [www.rettungsdienst.de](http://www.rettungsdienst.de) is excellent for both the presentation of a brand as well as specific advertising of a product or special offer. The portal offers classic display advertising, editorial, newsletters and numerous special advertising opportunities.

### Statistics/Performance

#### Visits:

39.857 per month

#### Page impressions:

68.345 per month

(Source: Google Analytics, August 2015)

#### Newsletter subscribers:

4.631

#### Facebook-Fans:

9.267

(August 2015)

### Address publishing house

Ebner Verlag GmbH & Co KG, Karlstraße 3, 89073 Ulm  
Postfach 30 60, 89020 Ulm

### Bank account details

Sparkasse Ulm, Kto.-Nr.: 90 917, BLZ 630 500 00  
IBAN: DE56 6305 000 000 000 90917, BIC: SOLADES 1ULM  
St.-Nr.: 28/88/030/10409, UST-ID-Nr.: DE 147041097

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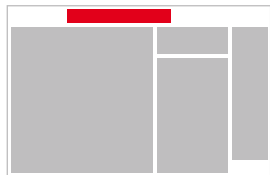
## ■ Display advertising / Banners

### Rotation

The banner is **guaranteed** to be displayed exactly in the period agreed.  
 Example: With 100,000 ad impressions booked over a period of one month, your banner will appear 100,000 times at the desired spot on feuerwehrmagazin.de. As there are more than 100,000 page impressions, other banners can be displayed in the same spot. So there is a possibility that several banner motives rotate in the same spot.

- Expandable formats: +20% of the CPM\* for each format
- All banner formats up to a maximum of 50 KB; SWF or GIF format; we must receive your advertising materials no later than five days prior to the first appearance of your advertising; when submitting Flash formats, please also provide a backup GIF or JPG.

\*) Cost Per Mile (CPM): the price for 1,000 deliveries (ad impressions) in the rotation, delivery throughout the entire website (run on site)



### Full-size banner

468x60 pixels

CPM\*: 30,-- €

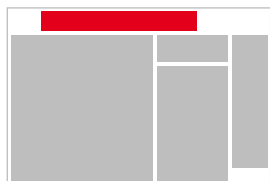


### Full-size content ad banner

(under each article)

468x60 pixels

CPM\*: 40,-- €

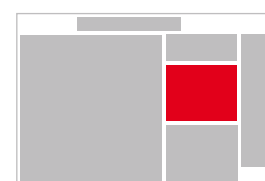


### Super banner

(Leaderboard)

728x90 pixels

CPM\*: 40,-- €

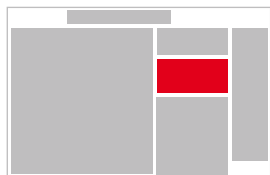


### Content ad

(Medium rectangle)

300x250 pixels

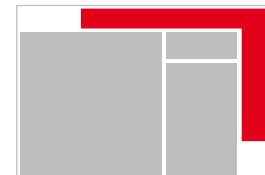
CPM\*: 50,-- €



### Feature box

max. 300x150 pixels

CPM\*: 40,-- €

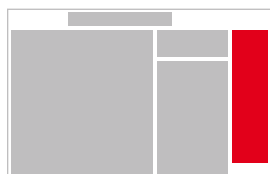


### Hockeystick

(Super banner and skyscraper)

728x90 + 160x600 pixels

CPM\*: 70,-- €

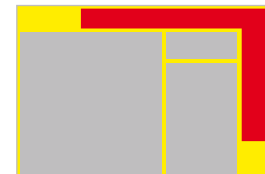


### Skyscraper

120x600 pixels or

160x600 pixels

CPM\*: 45,-- €



### Wallpaper

(Hockeystick plus coloring of the website)

728x90 + 160x600 pixels

CPM\*: 90,-- €

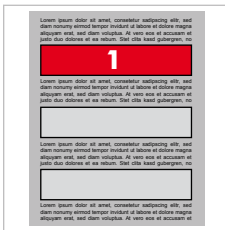
**Special advertising options** (e.g. OTP formats) are available by request.

VAT will be added to all prices listed above. Minimum order value 100, -- €.

## ■ Newsletter

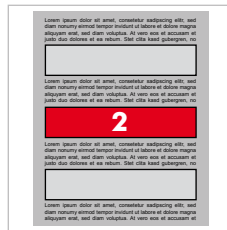
The editorial Newsletter is a free service for Newsletter subscribers. It contains the most important messages for the industry – **every 14 days new!**

Unique emission **guaranteed** to 4,631 + X subscribers.



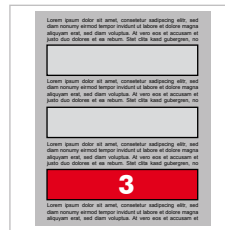
**Top third**

500,- € per emission



**Middle**

450,- € per emission



**Bottom third**

350,- € per emission

### Advertising materials

#### Banner format

Full-size banner

468x60 pixels, JPG or GIF-Banner (static)

#### File size

max. 50 KB

#### Hosting

6 days

## ■ Advertorial in the newsletter

Tip

### Placement

After the first editorial article (Teaser)

### Deliveries (unique)

guaranteed to 4,631 + X newsletter subscribers

### Text

max. 500 characters (without spaces)

### Image

maximum one image, 150px width x 150px maximum height, JPG

### Price

600,- €

Please also note our **newsletter specials** for trade fairs and events as well as our **exclusive newsletter on request!**

## ■ Advertorial on the website

### Hosting

12 month

### Placement

Top position in the content area (1 week, Mon - Sun)

### Teaser

max. 330 characters, preview image (120x120px, JPG) in the content area

### Labeling advertorial

“Company Name”

### Advertorial text

recommended 1,000 to a maximum of 2,000 characters (without spaces)

### Images

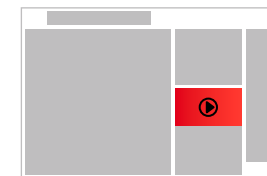
maximum 1 images (290 px width at Landscape format, height proportional, or 145 px width at portrait format, height proportional), JPG

### Price

790,- €

## ■ Video

The video system of the [www.feuerwehrmagazin.de](http://www.feuerwehrmagazin.de) provides videos for visitors to the website in high quality in terms of bandwidth. This insures your video is presented without interruption, which reduces the dropout rate significantly.



**Price** on request

### Technical Details for the video delivery

#### Media

Preferred and recommended MPEG 4 (H.264), best quality, other formats are possible.

#### File size

up to 100 MB

#### Time

0.5 to a maximum 1.5 minutes

VAT will be added to all prices listed above. Minimum order value 100, -- €.

## Database entries

**You will be found easily, constantly and everywhere!**

Use the reach of [rettungsdienst.de](http://rettungsdienst.de), [feuerwehrmagazin.de](http://feuerwehrmagazin.de) and [bos-fahrzeuge.info](http://bos-fahrzeuge.info) and present your product to your target group.

Decision-makers will find your company, your contact and your portfolio continually! Book the Premium Listing to inform your potential customers. Keep your name in front of them.

- The Premium Listing is valid for one year and it's included in the company database on our three portals [www.bos-fahrzeuge.info](http://www.bos-fahrzeuge.info), [www.rettungsdienst.de](http://www.rettungsdienst.de) and [www.feuerwehrmagazin.de](http://www.feuerwehrmagazin.de).
- More than 1,900 companies have already registered in the company database.
- The Premium Listing is automatically extended for one year if the Listing is not canceled at least six weeks before maturity.

**Price:** 490,-- €

### How to be found:

The screenshot shows the website interface for rettungsdienst.de. At the top, there is a navigation bar with links like HOME, UBER UNS, FAQ, etc. Below that is a search bar and a list of categories. The main content area displays the profile for 'Bildungszentrum Medisus'. The profile includes the company logo, contact details (address, phone, fax, website, email), and a detailed description of the company's services. A navigation menu below the profile has five items: 'Über uns', 'Ansprechpartner', 'Leistungen', 'Referenzen', and 'Firmendaten'. Five red circles with numbers 1 through 5 are overlaid on the profile content: 1 is over the company name, 2 is over the contact information, 3 is over the company description, 4 is over the 'Leistungen' menu item, and 5 is over the 'Firmendaten' menu item.

- 1 This space is for your company description
- 2 Direct contact for your customers
- 3 Present your products and services with links to your website
- 4 Credit where credit is due: Your customers range
- 5 Facts and figures about your company

## ■ Cross Media

**Increase the range and advertising density  
of your campaign!**

**rettungsdienst.de** + **RETTUNG<sup>S</sup> MAGAZIN** + **Newsletter**

NEWS / FORTBILDUNG / MEINUNG / PRAXIS

**Online and print:  
With Cross-media you can reach your target group  
directly and faster !**

Combine print and online to increase the outreach/media penetration  
to your advertising message:

Rettungs-Magazin copies sold:	<b>18.492*</b>
No. of visits to www.rettungsdienst.de:	<b>39.857**</b>
Newsletter subscribers:	<b>4.631**</b>

\*according to IVW 1/2015, \*\*August 2015

- Using two channels you can increase the recognition factor of your brand and products in the target group!
- You can fill the broad scope of cross-media campaigns with creative innovative Eye-catching concepts!
- CPM (thousand contact price): The fair price model! We only calculate the advertising service that has been rendered measurable.

## ■ Terms and Conditions for Online advertising

<http://www.ebnerpublishing.com/agb/online/e/>



**Advertise without waste!**

