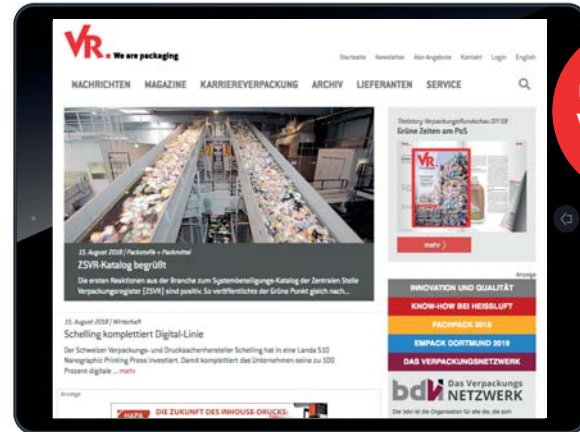


- 1 Web address** [www.verpackungsrundschau.de](http://www.verpackungsrundschau.de)
- 2 Brief description** Extensive range of attractive contents in German and English about all aspects of industrial packaging for decision-makers from the food, beverage, pharmaceutical, cosmetic, chemical and non-food industries as well as their suppliers. The focus is on daily news in German and English. In addition to market surveys, an archive with full-text search facilities, and a job market, users can sign up for a weekly newsletter, also offered in English and German.
- 3 Target group** Opinion leaders and decision-makers for packaging issues in packaged goods companies as well as their suppliers and service providers.
- 4 Publishing house** Keppler Medien Gruppe  
P. Keppler Verlag GmbH & Co. KG  
Kaiserstraße 39  
D-63065 Offenbach am Main  
Tel. +49/(0)69/15 04 33 - 202  
Fax +49/(0)69/15 04 33 - 323  
vr@kepplermediengruppe.de
- 5 Contacts** Marion Neckermann (Advertising Manager)  
Tammy Rößler (Media Consultant)
- 6 Access control** –
- 7 Statistics** on request
- 8 Data supply** At least 1 week before publication via e-mail to [anzeigen@kepplermediengruppe.de](mailto:anzeigen@kepplermediengruppe.de), see the following table for formats and maximum data volume

- 9 Eternal AdServer used** adNET 2.1
- 12 Terms of payment** 8 days after receipt of the invoice with 2% discount or 30 days net
- Bank account details** Deutsche Bank, Offenbach  
BLZ 505 700 18,  
Account no. 113 560 700  
IBAN DE 68 5057 0018 0113 5607 00  
SWIFT-BIC DEUTDEFF505



responsive  
webdesign

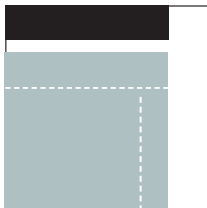
VR Website  
after relaunch –  
new look,  
new structur,  
new content!

All rates mentioned below refer to a duration of four weeks. Price increase for shortend or split terms.

effective from 01.01.2019

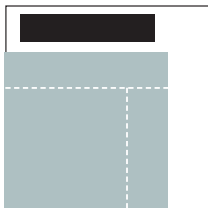
### Billboard

Format: 1050x250 Pixel  
Rate: € 5.900,00



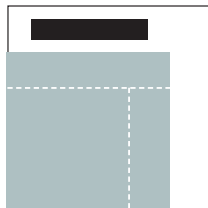
### Superbanner

Format: 728x90 Pixel  
Rate: € 1.790,00



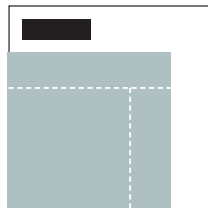
### Full-Size-Banner

Format: 468x60 Pixel  
Rate: € 1.050,00



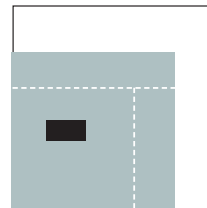
### Half-Size-Banner

Format: 234x60 Pixel  
Rate: € 550,00



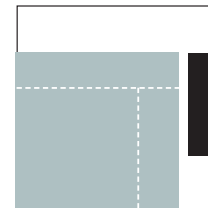
### 1/3 Banner

Format: 156x60 Pixel  
Rate: € 490,00



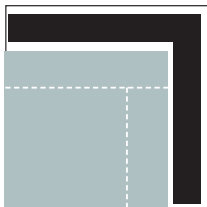
### Skyscraper

Format: 160x600 Pixel  
Rate: € 2.300,00



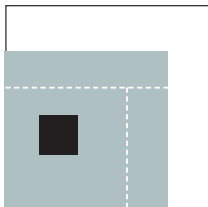
### Wallpaper

Format: 728x90 and  
160 x 800 Pixel  
Rate: € 4.600,00



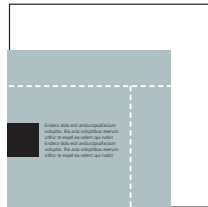
### Content Ad

Format: 300x250 Pixel  
Rate: € 2.150,00  
Placement Newsdetails



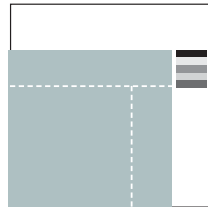
### Web- or Text ad

Format/Logo: 300x100 Pixel  
Text: 150 characters  
Rate: € 3.800,00



### Slider-Box

Format/Logo: 300x100 Pixel  
Text: 150 characters  
Rate: € 990,00



### Entry (Logo+Link) in the event calendar

Logo: 80x80 Pixel  
Rate: 3 months / € 1.000,00  
6 months / € 1.600,00  
Placement: event calendar

### When providing source code

Instead of using [timestamp], please use the following parentheses: {timestamp}. A definition for timestamp cannot be stored in adNET 2.1. It will replace {timestamp} with a randomly generated figure.

### Alternative advertising formats

Advertising media in flash format (SWF) will not show on all browsers. Accordingly, we recommend that you provide us with appropriate alternative formats when you provide us with SWF files. Alternative elements in GIF (including anim.), JPEG or PNG should have the same dimensions as their corresponding SWF equivalents.

### For further information please contact:

Tammy Rößler  
Tel. +49/(0)69/150433-204  
Email: t.roessler@kepplermediengruppe.de

### File formats:

Online ads should be provided in the following formats: Flash, jpg, gif, html5, max. file size 100 KB. Please deliver online advertisements as programme code/script.

With the exception of the wallpaper format, online adverts with the same format may rotate in their corresponding placement. Additional formats available. All advertising media will link to customer's website.