

## Online Newsletter rate card VR VerpackungsRundschau direkt and VR direct

effective since 01.11.2017

| Form of advertising    | Positions   | Options   | Format          | Run time                            | Rates        |
|------------------------|---|---|-----------------|-------------------------------------|--------------|
| Advertorial            | Underneath Editorial                              | Logo with Teasertext, Microsite   |                 | over issue                          | 1,550.-- EUR |
| Fullsize Banner R1     | Between news items, second position and following | Banner with link to customer's website                                  | 468 x 60 Pixel  | 4 consecutive issues                | 2,600.-- EUR |
| Fullsize Banner R2, R3 | Between news items, first position                | Banner with link to customer's website                                  | 468 x 60 Pixel  | 4 consecutive issues                | 2,100.-- EUR |
| Halfsize Banner R1     | Between news items, second position and following | Banner with link to customer's website                                  | 234 x 60 Pixel  | 4 consecutive issues                | 1,530.-- EUR |
| Halfsize Banner R2, R3 | At the foot of the newsletter,                    | Banner with link to customer's website                                  | 234 x 60 Pixel  | 4 consecutive issues                | 1,225.-- EUR |
| Bottom Content Ad      | Always above masthead                             | Banner with link to customer's website                                  | 520 x 150 Pixel | 4 consecutive issues                | 1,275.-- EUR |
| TOP-JOB                | At the foot of the newsletter,                    | Logo with link to customer's website                                    | 520 x 150 Pixel | 4 consecutive issues                | 1,500.-- EUR |
| Job market             | always above masthead                             | Banner with link to customer's website                                  | 156 x 60 Pixel  | 4 consecutive issues                | 820.-- EUR   |
| 1/3 Banner             | Far right, next to text                           | Skyscraper with link to customer's website                              | 160 x 600 Pixel | 4 consecutive issues                | 1,890.-- EUR |
| Skyscraper big         | Please note: variable position                    | Skyscraper with link to customer's website                              | 160 x 400 Pixel | 4 consecutive issues                | 1,430.-- EUR |
| Skyscraper small       | Far right, next to text                           | Link to: Packaging topic homepage, logo with link to customer's website | 160 x 60 Pixel  | 4 consecutive issues & 1 year on HP | 1,350.-- EUR |

In order to be able to adapt all advertising to the mobile version of the newsletters, some formats will require alternative formats; e.g., what is displayed as a skyscraper on the Web, becomes a ½ banner when displayed on mobile devices.

All orders underlie our general terms and conditions, see [www.verpackungsrundschau.de/terms](http://www.verpackungsrundschau.de/terms). All rates are excluding VAT.

### File formats

We use Mailing Works for both the positioning and statistical evaluation of advertisement in the email newsletters. We integrate the following file formats with the system: **JPEG (jpg)** or **GIF**