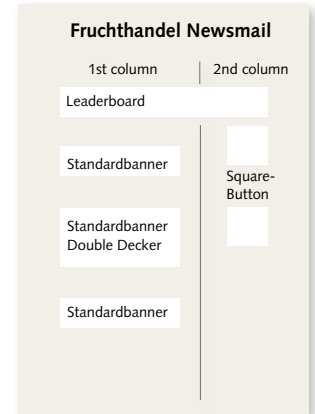
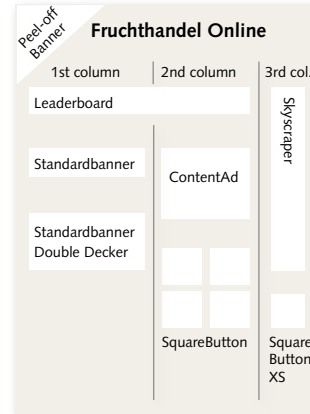


Banner	Size in pixel (width x height)	Position	FruChthandel Online Price per week	FruChthandel Newsmail Price per week	Combi Price per week =20% discount
Leaderboard Online	728 x 100	2 columns wide, above the first and second columns	315.00 €		568.00€
Leaderboard Newsmail	630 x 100	2 columns wide, above the first and second columns		395.00€	
Peel-off Banner	400 x 400	top left	420.00 €		
Standardbanner	468 x 100	1st column between the news items	210.00 €	265.00 €	380.00 €
Standardbanner (Double Decker)	468 x 200	1st column between the news items	335.00 €	420.00 €	604.00 €
ContentAd	300 x 250	2nd column	265.00 €		
SquareButton	140 x 140	2nd column	105.00 €	125.00 €	184.00 €
Skyscraper	120 x 600	3rd column	315.00 €		
SquareButton XS	120 x 120	3rd column	80.00 €		

Discounts	
4 weeks	3%
10 weeks	5%
20 weeks	10%
52 weeks	50%

Banners will also be displayed in mobile form on tablets and smartphones at no additional cost.



**FruChthandel Newsmail** Transmitted normally five times per week from Monday to Friday except on public holidays.

**FruChthandel Online** [www.fruChthandel.de](http://www.fruChthandel.de)

**Positions** All banners are also displayed automatically in the mobile version on tablets and smartphones at no additional charge.

On FruChthandel Online StandardBanners appear only on the home page. All other banner formats appear on all other website pages.

Specific positions cannot be reserved for StandardBanners.

All banner positions are exclusive placements. There is no rotation at these positions with other banners.

**Banner deadline** Banner files should be sent at least 1 week before the start of the campaign to [anzeigen@fruchthandel.de](mailto:anzeigen@fruchthandel.de)

**File formats** JPG, PNG or GIF format, max. 70 KB  
Please note that for animated banners placed on FruChthandel Newsmail, all important information should be placed in the first frame of the animation. The standard settings of some mail programmes including Outlook do not permit animation of the remaining frames.

**Banner production** Animated banners: 90 EUR  
Static banners: 60 EUR  
(not subject to discounts or agency commission)

**Other online advertising options**

**Advertorials:** 1 page (ca. 1.800 characters and spaces, 1 picture): 995 EUR

**Individualised E-Mailing:**  
max. 630 pixel wide, length flexible, max. 300 KB.  
Sent to our complete mailing list:  
2,850 EUR plus 280 EUR technical charges

Content of advertorials and individualised e-mailings must be approved in advance..

**Web statistics FruChthandel Website**

Monthly average  
November 2015 – October 2016

No. of visitors per month	33,168
No. of visits per month	156,068
Visits per working day	7,432

**Web statistics FruChthandel Newsmail**

As at October 2016

Average recipients per day of which	8,405
.de	2,652
.com	2,429
.it	554
.nl	520
.ch	267
.fr	237
.net	202
.at	196
.be	185
.es	182
Other (.org, .eu, .info etc. as well as other country domains)	981