

SPECIAL ADVERTISING FORMATS

- Integration of a video link, including the publication of the link (to a video on your website or YouTube) 1 x in Fruchthandel Newsmail, 1 week on Fruchthandel Online (2nd column) and 8 weeks in the Fruchthandel Mediathek 390 €
- Sponsored posts/advertorials with 1,800 characters and spaces plus 1 photo 520 €
- Stand-alone newsletter with individualised, exclusive content, sent to all Fruchthandel Newsmail subscribers (maximum width 630 pixels, length flexible) 3,500 €

TECHNICAL DATA

- Data to be supplied by Thursday of the previous week to anzeigen@fruchthandel.de
- Data formats: JPG, PNG or GIF files, max. 70 KB
Please note that in the case of animated banners for Newsmail, all essential information should be included in the 1st image frame as some mail applications such as Outlook suppress further animations by default.
- We would be happy to assist you with the design of banners:
Price 100 € for animated banners, 70 € for static banners (not subject to discount or agency commission)

IMPORTANT INFORMATION

We are planning a relaunch of our website in 2022, which may involve different formats and placements. We will inform all banner customers on time in the run-up to the relaunch.

WHAT ELSE YOU NEED TO KNOW

- Fruchthandel Online: Standard banners appear only on the homepage. All other banners are published on all pages of the website.
- With the exception of the Skyscraper, all banners are also displayed on tablets and smartphones
- Exclusive placements with no rotation, constant visibility of the banner is therefore guaranteed
- We use banner software which has the advantage that the publication of the banners cannot be suppressed by the recipient. The disadvantage of this is that click statistics cannot unfortunately be generated automatically. We recommend therefore that you "tag" the banners so that you can carry out click evaluations yourself using Google Analytics.
- Special conditions for Job Vacancy advertisements:
Flat rate for commercial job offers 400 €
For private job applications 25 €
Publication: 1 week Newsmail
1 week fruchthandel.de
8 weeks in the online Job Market

FRUCHTHANDEL

NEWSMAIL

FRUCHTHANDEL

ONLINE

FRUCHTHANDEL NEWSMAIL

...Fresh industry news from Germany and all over the rest of the world – compact, competent, free of charge

...Sent Monday to Friday by e-mail to 8,500 subscribers

FRUCHTHANDEL ONLINE

...12,000 visitors/48,000 visits to www.fruchthandel.de

BANNER	SIZE IN PIXELS WIDTH X HEIGHT	FH-ONLINE	FH-NEWSMAIL	COMBI-PRICE
		PRICE PER WEEK		
1 Leaderboard Online	728 x 90	365 €		
2 Leaderboard Newsmail	630 x 100		460 €	660 €
3 Peel-off-banner	400 x 400	490 €		
4 Standard banner	468 x 100	250 €	315 €	452 €
5 Standard banner double format	468 x 200	385 €	485 €	696 €
6 Content ad	300 x 250	315 €		
7 Square button	140 x 140	130 €	155 €	228 €
8 Skyscraper	120 x 600	350 €		
9 Square button XS	120 x 120	100 €		

DISCOUNTS

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

FRUCHTHANDEL NEWSMAIL



FRUCHTHANDEL ONLINE

