



- 1 Web address:** www.avronline.de
- 2 Brief description:** avronline.de is the bilingual (English and German) platform for decision makers in the nonwovens and technical textiles industry. Here users can find up-to-date news on the industry and products, economic news, trade association news, previews and reviews on trade fairs, dates of events, information on the E-paper issues and the avr's job market.
- 3 Target group:** Manufacturers of nonwovens and technical textiles
Manufacturers of fibers
Converters
Machinery manufactures
Research institutes
Universities
- 4 Publishing company:** Keppler Medien Gruppe
P. Keppler Verlag GmbH & Co. KG
Kaiserstraße 39
D-63065 Offenbach am Main
Tel.: +49/(0)69/150433-200
Fax: +49/(0)69/150433-323
avr@kepplermediengruppe.de
- 5 Contact persons:** Olaf Schneider (Advertising Manager)
Tammy Rößler (Media Consultant)
- 6 Accesscontrol:** –
- 7 Access figures:** on request
- 8 Data delivery:** At least one week before release via e-mail to anzeigen@kepplermediengruppe.de, for formats and maximal data volume, see the following page

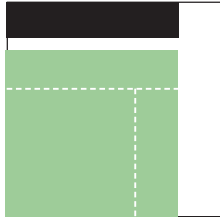
- 9 External AdServer:** adNET 2.1
- 12 Conditions of payment:** 8 days after receipt of the invoice with 2% discount or 30 days net
- Bank account:** Deutsche Bank, Offenbach
BLZ 505 700 18,
Account no. 113 560 700
IBAN DE 68 5057 0018 0113 5607 00
SWIFT-BIC DEUTDEFF505



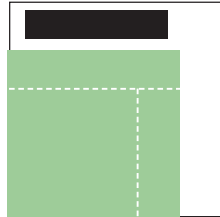
Clearly structured
and well organized
– the avr website.

Responsive
Layout - also for
mobile terminals

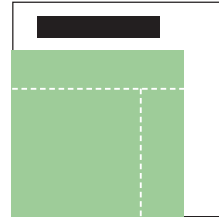
All rates mentioned below refer to a duration of four weeks.
All advertising material with link on customers' website.



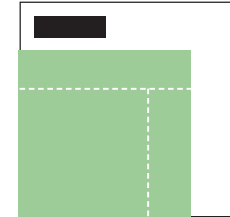
Billboard
Format:
1050x250 Pixel
Rate:
€ 2,950.-



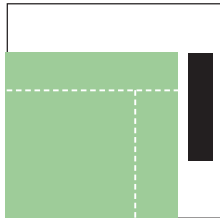
Superbanner
Format:
728x90 Pixel
Rate:
€ 1,350.-



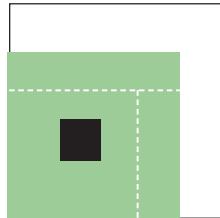
Full-Size-Banner
Format:
468x60 Pixel
Rate:
€ 700.-



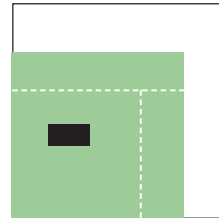
Half-Size-Banner
Format:
234x60 Pixel
Rate:
€ 400.-



Large Skyscraper
Format:
160x600 Pixel
Rate:
€ 1,600.-



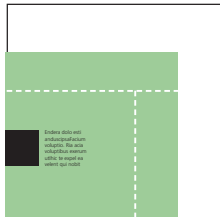
Content Ad
Format:
300x250 Pixel
Rate:
€ 1,650.-
Placement
Newsdetails



1/3 Banner
Format:
156x60 Pixel
Rate:
€ 350.-



Wallpaper
Format:
728x90 und
160 x 800
Pixel
Rate:
€ 3,450.-



Text ad
Format/logo:
200x200 Pixel
Text:
350 characters
Rate:
€ 2,500.-

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.

Online ads must be provided in the following formats:

jpg, gif, html, html5, max. file size 100 KB

Please deliver online advertisements as programme code/script (java, iframe).

Further information:

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Tel.: +49/(0)69/150433-200
o.schneider@kepplermediengruppe.de

All orders underlie our general terms and conditions, see www.avronline.de/terms. All rates are excluding VAT.