

Housefloor.de advertising

valid from July, 1st 2009

1.) News Article on starting page

Presentation

Charge

1.1) News Article Size L

- up to 500 characters
- includes one picture

1 week
2 weeks
4 weeks
6 weeks

€ 100
€ 150
€ 200
€ 300

1.2) News Article Size XL

- up to 700 characters
- includes up to two pictures

1 week
2 weeks
4 weeks
6 weeks

€ 200
€ 250
€ 300
€ 400

1.3) News Article Size XXL

- up to 1.000 characters
- includes up to two pictures

1 week
2 weeks
4 weeks
6 weeks

€ 300
€ 350
€ 400
€ 500

Housefloor.de Banner Ads

2.1) Skyscraper Left Frame

160 Pixel Width x 600 Pixel Height
always visible, link included

10.000 appearances: € 390
35.000 appearances: € 570
50.000 appearances: € 650

2.2) Top Banner Head Frame

250 Pixel Width x 60 Pixel Height
always visible, link included

10.000 appearances: € 140
35.000 appearances: € 260
50.000 appearances: € 350

Digital EGO Media

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2.3) Index Banner

200 x 200 Pixel

Presentation in five index pages: Interviews, Charts, Studiobesuche, CD-Tipps, Vinyl Reviews
link included

10.000 appearances:	€ 290
35.000 appearances:	€ 380
50.000 appearances:	€ 470

2.4) Right Banner Right Frame

140 Pixel Width x 400 Pixel Height
always visible, link included

10.000 appearances:	€ 340
35.000 appearances:	€ 490
50.000 appearances:	€ 580

3.) Party-Highlight Promotion

- Event will be presented as a highlight in red colour in the section partydates

€ 90 per week
€ 300 for four weeks

4.) Member-Newsletter Ad

- your topic will be presented in a housefloor.de newsletter
the housefloor.de newsletter goes out monthly to nearby 4.000 subscribers (djs, producers, event promoter, labels, customers)

Booking:	
once:	€ 190
three times:	€ 450
six times:	€ 660

Special conditions for advertising packages according to individual agreement are possible. All prices inclusive of VAT.

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