



teltarif.de - Communications made simple

is marketed through teltarif.de Onlineverlag GmbH



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...teltarif.de:

teltarif.de has been reporting on the German market of telecommunications for more than ten years. teltarif.de content includes the following four areas:

- daily reports and news coverage
- detailed background and advisory information
- tariff calculators and databases for many areas in the field of telecommunications (cell phones, tablets, telephony, internet)
- community with more than 50,000 users

teltarif.de is focused on all aspects of telecommunications. It does not appeal to private users only. Some of the content especially addresses business customers and professionals. A weekly newsletter summarises the most important events and topics.

A mobile version of teltarif.de (mobil.teltarif.de) and an iPhone App allow users to access teltarif.de from portable devices.



















Website Traffic (source: IVW, April 2012)	
Visits	2,915,693
PageImpressions	8,144,689
Website Traffic (unique user)	
AGOF internet facts 2012-02 (weekly average)	330,000
AGOF internet facts 2012-02 (monthly average)	1,140,000
E-mail newsletter subscribers (total)	150,000



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2012	Topic								
06 Jan - 15 Jan	Consumer Electronics Show:			<i>news coverage from Las Vegas</i>					<p>⇒ Advertisers on teltarif.de can choose an exclusive presence at any time. An editorial schedule lists the main topics for the year 2012. Advertisers pick the month that matches best with their own advertising purposes.</p>
01 Feb - 29 Feb	Mobile Communications:			<i>mobile telephony, mobile web, cell phones, smartphones</i>					
24 Feb - 04 Mar	Mobile World Congress:			<i>news coverage from Barcelona</i>					
01 Mar - 31 Mar	Communications at Home:			<i>double and triple play, telephones, entertainment, IPTV</i>					
03 Mar - 11 Mar	CeBIT:			<i>news coverage from Hannover</i>					
01 Apr - 30 Apr	Wireless Internet / Mobile Computing:			<i>tariffs, services, smartphones, tablets, technical items</i>					
01 May - 31 May	Discount products in ICT:			<i>low-price products and tariffs: wireless, broadband</i>					<p>⇒ If you have chosen your preferred topic, we will be glad to introduce possible advertising placements to you or to discuss your own ideas on formats and placements.</p>
15 May - 31 Aug	Travelling and ICT:			<i>telephony, internet, navigation - abroad / on the way</i>					
01 Jun - 30 Jun	Home networks:			<i>IPTV, triple play, entertainment, EM 2012</i>					
04 Jun - 10 Jun	Computex:			<i>news coverage from Taipei</i>					
01 Jul - 31 Jul	Mobile Telephony:			<i>tariffs, services, cell phones, technical background</i>					
01 Aug - 31 Aug	Broadband Internet:			<i>DSL, LTE, cable internet, tariffs, hardware, services</i>					
27 Aug - 09 Sep	IFA:			<i>news coverage from Berlin</i>					
01 Sep - 30 Sep	Wireless Internet / Mobile Computing:			<i>tariffs, services, equipment</i>					<p>⇒ Additionally extra specials resulting from current market developments or from an advertisers need for a special editorial background for his advertising campaign are possible.</p>
01 Oct - 31 Oct	Hardware:			<i>DSL-/WLAN-Router, smartphone, tablet, netbook, accessories</i>					
01 Nov - 30 Nov	Mobile Communications:			<i>mobile telephony, mobile web, cell phones</i>					
01 Dec - 31 Dec	Home networks:			<i>triple play, web radio, IPTV, DLNA, NAS</i>					



Gender			Education		
	<u>User Proportion (%)</u>	<u>Index</u>		<u>User Proportion (%)</u>	<u>Index</u>
male	 69	141	No graduation	 3	95
female	 31	61	General Education	 22	55
			Secondary	 33	116
			Abitur (A-Level)	 19	156
			University	 22	144
Age			Household net income		
14-19	 10	141	below 1000 EUR	 15	96
20-29	 24	175	1000 - 2000 EUR	 26	80
30-39	 22	155	2000 - 3000 EUR	 25	97
40-49	 22	115	3000 EUR and more	 35	130
50 and older	 21	47			

Source: AGOF internet facts 2012-02 for teltarif.de; based on: 112,423 unweighted cases (total population with 14yrs and more of age); readings in percent and as index stand for an average month in the survey period of Dezember 2011 till February 2012; Index: Proportion of the target group on teltarif.de in relation to the proportion of the total population.



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- 1. Content Targeting:** By booking certain insertion units on teltarif.de or specific content within these insertion units advertisers get a theme-oriented editorial environment for their advertisements. This helps to maximize the direct correlation between editorial content and advertisement.
- 2. Behavioural Targeting:** In contrast to content targeting this approach is based on the anonymous behaviour patterns of users. Advertisers meet their target group, wherever they are on teltarif.de. This leads to an increasing efficiency of the target group approach.
- 3. ISP- or Regional Targeting:** Additionally, teltarif.de offers a targeting based on IP-adresses. Advertisements will only appear on user-screens who use a certain internet service provider or a specific connection point of a corresponding city or federal state.
- 4. Frequency Capping:** For every type of advertisement the distribution can be optimized with regard to the frequency of ad impressions. Applying cookies, it is possible to show an advertisement only once during a certain period of time to the same user or to define how often an advertisement can be seen by the same user within the whole campaign.
- 5. Bandwidth Targeting:** teltarif.de offers the possibility to deliver ads only to users who surf on the internet with a specific bandwidth.



teltarif.de has been licensee of the AGOF internet facts since 2005. The market media survey gives information on the sociodemographic and psychographic data not only for users of teltarif.de in general but also for specific parts of the site (insertion units). Advertisers can specifically book these AGOF-insertion units.

Below you find an overview of current teltarif.de insertion units:

teltarif.de	CallingCard
Homepage	mobiles Internet (UMTS, WLAN, GPRS) (<i>mobile web</i>)
Business	Internet
Lifestyle	Internet-Subhomepage
Reise (<i>travelling, roaming, phone calls abroad</i>)	DSL
Navigation	Breitband-Internet (DSL, Kabelinternet, mobiles Internet)
Mobile Computing	(<i>broadband internet</i>)
Tablets	Schmalband-Internet (ISDN, Modem, Internet by Call) (<i>narrowband internet</i>)
Netbooks	Tarifabfrage Internet (Internet by Call, DSL) (<i>internet tariff calculator</i>)
Handy&Co. (<i>cell phones & other hardware</i>)	Internettelefonie, VoIP
Handy&Co.-Subhomepage	Internet-Security (Viren, Spam, Dialer)
Messaging/Handyfun	Festnetz-Internet-Kombiangebote (<i>double play</i>)
Handy/Mobilfunk (<i>cell phone / mobile telephony</i>)	Festnetz (<i>fixed-line</i>)
Mobilfunk (<i>mobile telephony</i>)	Festnetz-Subhomepage
Mobilfunk-Subhomepage	Call by Call
Mobilfunk-Prepaid/-Discounter	Tarifabfrage Festnetz (Call by Call, Preselection)
Tarifabfrage Mobilfunk (Prepaid, Laufzeitvertrag)	(<i>fixed-line tariff calculator</i>)
(<i>mobile tariff calculator</i>)	Forum



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ContentAd

Informationen über existierende Flugtickets anfragen

Preisvergleich und mehr Tarifoptionen auch bei 1000 €

Die Internet-Travel-Agentur teltarif.de bietet Ihnen die besten Preise für Ihre Reise. Egal ob Sie ein Hotel, ein Flugticket, ein Mietwagen, eine Reiseversicherung oder eine Kombination aus mehreren Leistungen suchen, bei teltarif.de finden Sie alles, was Sie für Ihre Reise benötigen. Wir sind Ihr Partner für alle Reiseleistungen, die Sie benötigen. Wir sind Ihr Partner für alle Reiseleistungen, die Sie benötigen. Wir sind Ihr Partner für alle Reiseleistungen, die Sie benötigen.

Skyscraper

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BigSize

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Sales-Buttons

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Target-Links

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Flash-Layer

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HalfpageAd

Informationen über existierende Flugtickets anfragen

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XXL-Rectangle

Informationen über existierende Flugtickets anfragen

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Wallpaper

Informationen über existierende Flugtickets anfragen

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teltarif.de can also be accessed via mobile devices such as cellphones, smartphones or tablets. On mobil.teltarif.de private and business customers can find current information on the market of telecommunications. According to data from INFOnline on mobile usage mobil.teltarif.de reached a traffic of

120,000 Visits and 311,000 PageImpressions (April 2012).



The following contents and services are available for users:

- Daily news coverage
- Data calculators for mobile phone usage
- Background and advisory information on roaming, mobile internet, navigation devices etc.

Clients find several options for **Advertisements** on mobil.teltarif.de

- Mobile banners in sizes according to MMA-standard (Mobile Marketing Association)
- Textual advertisement integration
- Mobile rectangle as an additional format





advertising formats	format / aspect ratio	available AdViews per month	CPM EUR run of site / targeting
Mobile Banner	max. 300x50 / 6 : 1	150,000	40.00 / 46.00
Mobile Rectangle	max. 300x225 / 4 : 3	120,000	10.00 / 100.00
Mobile TextAd	max. 100 characters	150,000	40.00 / 46.00
Mobile Advertorial	on request	on request	on request

Targeting:

1. **Content Targeting:** ad delivery within specific insertion units (e.g. homepage only)
2. **Device-Targeting:** ad delivery on specific devices (by screen sizes or types of handsets, e.g. iPhones only)
3. **Operating System-Targeting:** ad delivery on specific operating systems (e.g. Android only)
4. **Frequency Capping:** ads are only shown in specific intervals or up to a maximum number of times to individual users
5. **iPhone App:** ads are only shown within the iPhone App (only Mobile Banner and Mobile TextAd with static pictures)

Technical Specifications for Mobile Banner and Mobile Rectangle:

- Images must be provided in 4 sizes:
 - Mobile Banner: 300x50, 216x36, 168x28, 120x20 (according to the standards of the Mobile Marketing Association)
 - Mobile Rectangle: 300x225, 216x162, 168x126, 120x90
- GIF only, animated GIF is possible
- Max. 12 KB



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small formats¹ Sales-Button (GIF, 150x125 pixels) ⁷ Target-Link (GIF, not animated, 88x31 pixels, 50 characters) ⁷						available AdViews per Month^{2,3} 8,500,000 10,000,000	CPM EUR⁴ Run of site / targeting⁵ 2.50 / 2.50 2.50 / 2.50		
large formats¹ BigSize-Banner (728x90 pixels) Skyscraper (160x600 pixels) / ContentAd (300x250 pixels) ¹⁰ Flash-Layer / Expandable / Tandem for mats ^{6,10} Flash-Layer XXL / SiteUnder (800x600 pixels) ^{6,10} Wallpaper (780x90+120x600 pixels) / BillboardAd (770x250 pixels) ¹⁰ HalfpageAd (300x600 pixels) / XXL-Rectangle (540x405 pixels) ¹⁰ Interstitial ^{6,10}						available AdViews per Month^{2,3} 1,500,000 1,500,000 1,500,000 1,500,000 750,000 750,000 750,000	CPM EUR⁴ Run of site / targeting⁵ 19.00 / 52.00 45.00 / 52.00 64.00 / 64.00 75.00 / 75.00 75.00 / 75.00 75.00 / 75.00 100.00 / 100.00		
special formats¹ Textteaser (max. 3 lines + headline) Online-Newsletter ⁸ TarifDB-Button (Button on tariff result pages) Permanent Wallpaper or BillboardAd on Homepage ⁸ Branding-Offensive (Wallpaper or BillboardAd) ¹¹ Fullsize on Homepage (468x60 pixels) Advertorial / premium company page						settlement basis volume (max. 2,000,000 ad views) per distribution (150,000 addressees) Volume per day per day Volume on request	CPM EUR⁴ / fixed price⁴ from 17.50 / - - / 1,500.00 16.50 / - - / from 825.00 ⁸ - / from 1,650.00 ¹¹ 5.00 / - on request		
mobile advertisement¹ Mobile Rectangle Mobile Banner / TextAd						available AdViews / Month^{2,3} 120,000 150,000	CPM EUR⁴ / fixed price⁴ 100.00 / on request 40.00 / on request		

1 For more information on advertising formats see: <http://www.teltarif.de/media>

2 A maximum limit of banner insertions is possible as well as the booking of certain sections or a limited quantity of insertions.

3 Billing is based on adjusted Net AdView Values (no billing of double impressions by forward- backward motions or by reloads within 5min)

4 Minimum volume per booking EUR 1,500

5 For more information on targeting see page "targeting"

6 Frequency Cap at least Unique Visit: ad display not more than once during a user's visit

7 This format is only available in package with formats starting at CPM EUR 45 (large format). The maximum booking of small formats can be eightfold the volume of the large format. A combination of small and large formats booked in context with a special price promotion is not possible.

8 Weekdays (Mon - Fri): EUR 1,200.00/day (40,000 adviews/day guaranteed). Weekends and holidays: EUR 825.00/day (27,500 adviews/day guaranteed)

9 Max. 10 lines plain text (70 characters/line incl. Link), graphic can be included: 120x180, GIF not animated, less text if graphic included

10 Streaming possible (max. 30 sec., sound does not start automatically)

11 Weekdays (Mon - Fri): EUR 2,400.00/day (80,000 adviews/day guaranteed). Weekends and holidays: EUR 1,650.00/day (55,000 adviews/day guaranteed)



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The following scale of discount is valid for all advertising customers. It refers to the annual turnover that a customer generates on teltarif.de. Basis of this discount scheme is the annual gross turnover (pre-discounts, pre-allowances).

A discount applies only when a particular investment level has been reached. Retrospective discounts are not possible.

<u>Gross turnover</u>	<u>discount</u>
EUR 25,000 or more	2.5 %
EUR 50,000 or more	5.0 %
EUR 100,000 or more	8.0 %
EUR 200,000 or more	12.0 %
EUR 400,000 or more	15.0 %

For alternative discounts, e.g. discounts for advertising tests or new customers, for prepayments and for long term bookings, please contact us directly. Other discounts cannot be combined with the discounts shown in the table above.



Several companies from different industries use the advantages of advertising on teltarif.de:

Mobile Radio Providers	Vodafone, o2, Deutsche Telekom, mobilcom-debitel, Drillisch, E-Plus ...
No Frills Providers	Congstar, blau, Fonic, Klarmobil, simyo, Bildmobil ...
Broadband Providers	Telekom, Vodafone, Tele2, Alice ...
Call-by-Call Providers	01070, freenetPhone, 01013, Sparcall, easybell, 010091 ...
Telecommunications for Business Customers	Vodafone, o2, Voicemeeting, Auerswald, nfon, Telekom ...
Local Providers	EWE, htp, KabelBW, Kabel Deutschland, KielNET, M-Net, Netcologne ...
Mobile Phone Producers	Nokia, LG, Samsung, Sony Ericsson, HTC ...
Navigation Devices	Garmin, Blaupunkt, TomTom ...
Computer Hardware & Software	AVM, Bitdefender, Dell, Hewlett Packard, Strato, Kaspersky ...
Lifestyle Products and Consumer Electronics	Apple, Casio, Samsung, LG ...
Travel Business	Condor, Expedia, Lufthansa, TUI, Deutsche Bahn ...
Ethno Marketing	E Wie Einfach, Western Union, Ortel Mobile, Turkcell, Voicecash ...
Others	Hannoversche Direkt, BMW Mini, Deutsche Bahn, Panasonic ...



§1 contractual basic conditions

The terms and conditions of this rate card and all subsequent rate cards incorporate and supplement every offer and performance of the teltarif.de Onlineverlag GmbH (short: teltarif.de). teltarif.de will not be bound by the terms and conditions of other parties that conflict with its policies, unless teltarif.de has specifically agreed in writing. The validity of this rate card ends automatically with the publication of a new one.

§2 conclusion of a contract

All offers of teltarif.de are always non-binding. The contract exclusively comes off and is obligatory starting from the point in time, when it is acknowledged in writing, by fax or e-mail by teltarif.de.

§3 advertising material

§3.1 contents

Client shall be solely responsible for ensuring that any advertising material complies with international and national law and for compliance with the current technical specifications for the display of advertisement of teltarif.de. Naming or referencing teltarif.de's competitors (no matter if print or online) or the usage of sexual content is prohibited. It has to be assured that the advertisement does not present any risk neither to the user's computers nor to teltarif.de's servers. This includes the coding, which might be sensitive to third party inference. The same applies to the websites which are accessed one mouse-click after the advertisement banners. Teltarif.de's formatting instructions have to be followed. If there is reasonable doubt, teltarif.de reserves the right to remove or decline to accept the pieces of advertisement, while still billing the unused insertion units, if they cannot be sold on short notice.

§3.2 supply

Advertising material must be submitted to teltarif.de (marketing@teltarif.de) one working day (format .gif or .jpg, max. 12 KB) or one week (in case of RichMedia formats) in advance of the publication date. The exchange of advertising material is possible within the same time frame at no cost. The customer has to send in at least one technically impeccable piece of advertising material within the prescribed period. Otherwise teltarif.de may alter or shorten the flight dates, use the advertising space for other purposes and/or call for compensation for lost profits if the not-used capacities cannot be sold otherwise at short notice.



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§4 cancellation charge

When cancelling a campaign before the start of the distribution, teltarif.de charges the following cancellation fees: 0 % of gross budget until 10 working days before campaign starts, 25 % of gross budget until 2 working days before campaign starts, 50 % of gross budget 2 working days before campaign starts or later.

§5 distribution of the advertising material

Advertising material is always delivered via the ad- and web server of teltarif.de. If the customer or his media agency interconnects a further server, customer or his media agency is fully responsible for the reliability of that server. Should teltarif.de fail to display the advertisement in accordance with the insertion order due to the failure of an external server of the advertiser, the advertiser will remain liable for the full amount indicated on the insertion. insertion unit if the advertisement material would have been displayed correctly, having used the teltarif.de server.

§6 payment

Teltarif.de issues invoices at the start of a advertising campaign. The invoice is payable within 30 days without deduction. If a payment takes place within 10 days then a 2% cash-discount is possible. In case of a delayed payment teltarif.de, at its option, may immediately terminate the contract and shut off all running advertisement of the customer.

§7 liability

Teltarif.de Onlineverlag GmbH can only made liable for compensation if there is reasonable suspicion of gross negligence or intent. Teltarif.de Onlineverlag GmbH is not liable for any technical malfunctions outside its sphere of responsibility. The liability for personal injuries remains unaffected.

§8 place of delivery/area of jurisdiction

Place of fulfilment of all services and place of jurisdiction is Berlin, Germany. This Agreement shall be interpreted, construed and enforced in all respects in accordance with the German law.



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WWW: www.teltarif.de/media

Current rate card: www.teltarif.de/media/ratecard.pdf

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