

Media Information 2010

PET
GLOBAL



www.PET-global.com

Dähne Verlag

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In brief

PETglobal is the internet service that offers current news and contributions for the international pet sector. Available at www.PET-global.com is a periodical update of news from commerce and industry that is updated weekly and is also sent as a newsletter. All articles published by the online service and in the specialist magazine PET worldwide since 2003 can be accessed in the archive. The range offered by PETglobal is rounded off by further tools that include previews of the next issue, buyers' guide and calendar of events. The service is provided in English.

Membership

VDZ, SZV

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Subscription rates

Annual subscription PETglobal plus € 62.-

One month subscription PETglobal plus € 16.-

Terms of payment

Net payment due within 20 days
of date of invoice

Terms + Conditions

www.daehne.de/media

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BIC: DEUTDESM660

IBAN: DE68 6607 0004 0071
4600 00

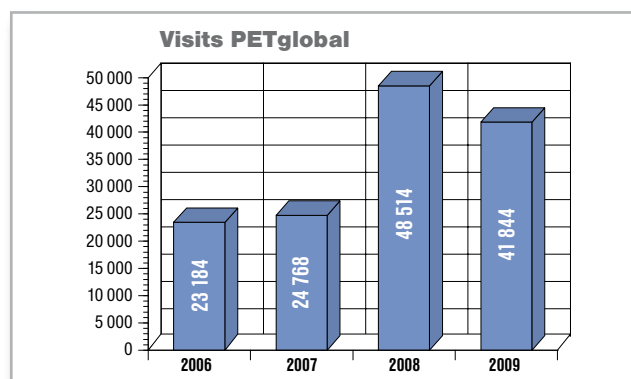
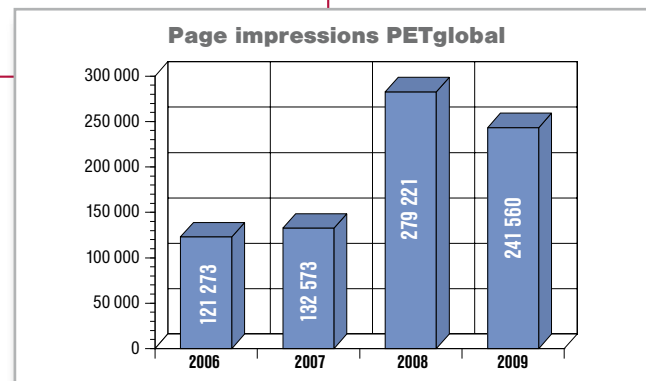
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BIC: RVSAAT2S
IBAN: AT84 3500 0000 1601
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Media Information

Website analysis

Visits per year: 41 900
Page Impressions per year: 241 600
(Status July 2009)



2009: Projection based on the statistics from January until July.

Media Information

Banner on the website



Header banner, large

Size 468 x 60 pixel
positioned at top centre

€ 307.- per month



Header banner, small

Size 137 x 60 pixel
positioned at left or right of header

€ 143.- per month



Menu banner on right

Size 156 x 60 pixel
positioned in the right column below
the first or second menu box

€ 128.- per month



Rotating banner

Size 234 x 60 pixel
The rotating banner is positioned in the central column
approx. halfway down the page. A random generator
displays two of the pool of paid banners each time a
page is called up.
Minimum runtime: 1/2 year

€ 35.- per month



Skyscraper

Size 120 x 600 pixel
positioned in the right of the website

€ 375.- per month

Size: width x depth

Media Information Banner on the website



Content banner

Size 300 x 250 pixel

This banner is positioned in the central editorial column.
It displays on this pages:

- News (without weekly and monthly overview)
- PETglobal Plus (all editorial pages, without preview pages)
- PET worldwide – current issue (all editorial pages, without preview pages)

384.- € per month

Discounts

Website (except rotating banner)
over 3 month 3 %
over 6 month 5 %
over 12 month 10 %

Newsletter
over 13 weeks 5 %
over 26 weeks 7 %
over 39 weeks 10 %
up to 52 weeks 15 %

Technical specifications:

File formats for banner on the website: gif, jpg, flash*

*If you want to make use of flash banners, the absolute link to your home page must be pasted in a transparent button on the top layer of the flash film.

File formats for banner in the newsletter: gif jpg

Maximum file size: 30 kb for menu banner, head banner, banner in newsletter. 80 kb for skyscraper and content banner.

Media Information Advertising in the newsletter

Frequency of the newsletter: minimum 1 x per week



Text advertising

Up to 250 characters (incl. spaces)
€ 35.- per week

Up to 500 characters (incl. spaces)
€ 65.- per week



Banner on centre

Size 468 x 60 pixel

Alternativ text within text newsletter*
up to 250 characters (incl. spaces)

€ 102.- per week



Header banner on right

Size 156 x 60 pixel

Alternativ text within text newsletter*
up to 150 characters (incl. spaces)

€ 82.- per week

*Some subscribers ordered the newsletter as text version. For this you have to send us a text advertising as well.

Your Dähne advertisement team



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