

Our Advertising Products - (Diese Seiten auf Deutsch - Online)

Die Woche in Australien (The Week in Australia) online publication at www.woche.com.au offers many advertising solutions, which enable you to control your web campaign, help you to reach your precise target group and optimize the applied advertising budget consequently. (Pricelist can be downloaded as PDF File).

For an individual campaign planning or further information our **Sales Team** will be happy to help you!

Channel A: News, Germany, Austria, Switzerland, Australia, Business, Sport, Special Pages, Food & Beverage, Travel & Relaxation

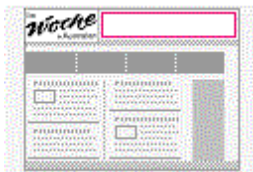
Channel B: German Language Living, Female & Society, Culture, Health, Youth Pages, Short-Mystery, jokes/puzzle

TCP: Thousand-Contact-Price. The costs for a 1.000 page view contacts with your advertising.

Dynamically placed advertisements

These advertising forms are distributed evenly over the page requests of the area you have selected on our website. Consequently, you can see different advertisements with several calls of the same web page. You determine the advertising pressure, the surroundings and the temporal scatter.

Banner



The classic of the internet advertisement in the format 468 x 60 pixels.

Channel A/Start Page	AU\$ 30,- TCP
Channel B	AU\$ 20,- TCP
Run-Over-Site*	AU\$ 10,- TCP

Demo Currently only available for WIN for IE 5.5 up (coming soon)

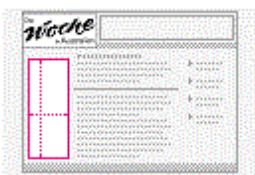
Advertisement for the article

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Rectangle/Content Ad, Skyscraper, eJunior Page

With this advertising display we place your message directly beside an article on the left. Therefore it is exactly where our users are the longest. We distinguish on that occasion between three format categories:

Rectangle/Content Ad: to max. 300 x 300 Pixel

- Channel A AU\$ 40,- TCP
- Channel B AU\$ 30,- TCP
- Run-Over-Site* AU\$ 20,- TCP

Skyscraper: to max. 180 x 600 Pixel

- Channel A AU\$ 50,- TCP
- Channel B AU\$ 40,- TCP
- Run-Over-Site* AU\$ 30,- TCP

eJunior Page: to max. 300 x 600 Pixel

- Channel A AU\$ 60,- TCP
- Channel B AU\$ 50,- TCP
- Run-Over-Site* AU\$ 40,- TCP

Demo Currently only available for WIN for IE 5.5 up (coming soon)

Advertorial/Intrasite/Sitelink



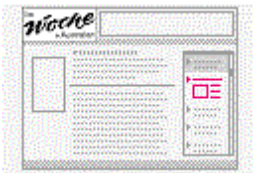
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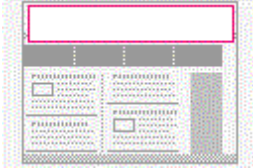
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With this you can advertise directly with in the article with editorially appealing formats, (Please find details and differences to the three formats [farther below](#), photo: 90x 60 pixels) while you also take full advantages of the dynamic positioning like e.g. Targeting.

Channel A	AU\$ 60,- TCP
Channel B	AU\$ 50,- TCP
Run-Over-Site*	AU\$ 40,- TCP
Advertorial + Intrasite incl. 1 Article, Minimum order	AU\$ 2.000,-

Bigsize Banner



Big Size Banners are banners in the large size of 780 x 95 pixels (also 728 x 90 pixels). These fill the entire upper screen area, which is delimited through the horizontal navigation. After 10 seconds, Big Size Banners reduce to one normal size banner.

Channel A/Start Page	AU\$ 40,- TCP
Channel B	AU\$ 30,- TCP
Run-Over-Site*	AU\$ 20,- TCP

Demo Currently only available for WIN for IE 5.5 up (coming soon)

Flap Banner



A further development of the banner is the Flap Banner. From the original measurement (468 x 60 pixels), it increases, with mouse over (as the mouse arrow is moved over the banner) and/or automatically with a page call for one second, to a height on maximum 400 pixels. Unique User Targeting is included in the price.

Channel A/Start Page	AU\$ 80,- TCP
Channel B	AU\$ 70,- TCP
Run-Over-Site*	AU\$ 60,- TCP

Demo Currently only available for WIN for IE 5.5 up (coming soon)

Overlay Advertising

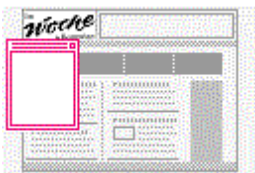


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Overlay advertisement appears automatically and places itself over the editorial content. With this your advertising message is extensively present over our content for 7 seconds. Unique User Targeting is included in the price.

Pop Up or Shaped Ad: at max. 300 x 400 Pixel

Channel A	AU\$ 130,- TCP
Channel B	AU\$ 120,- TCP
Run-Over-Site*	AU\$ 90,- TCP

Demo Currently only available for WIN for IE 5.5 up (coming soon)

Digitales Poster: at max. 800 x 500 Pixel

Channel A	AU\$ 150,- TCP
Channel B	AU\$ 140,- TCP
Run-Over-Site*	AU\$ 110,- TCP

Demo Currently only available for WIN for IE 5.5 up (coming soon)

*) Run-Over-Site: Our ad server steers your advertisement over all Channels.

Fixed placed advertising forms

This advertising form is positioned at a fixed place on the web page and consequently appears with every call of that page. You will profit from a high recognition value in connection with the content.

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Page 1	Page1/Scroll area	News, Germany, Austria, Switzerland, Australia	All other Channels	Priority of a Channel
daily basis to be booked in the visible area	daily basis to be booked with Scrolling	booked weekly (Mo. to So.)	booked weekly (Mo. to So.)	booked weekly (Mo. to So.)

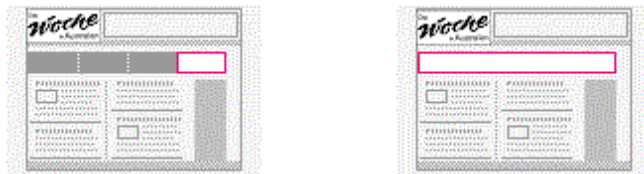
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Skyline Button/Skyline Banner



The skyline is the ideal positioning in order to initiate a transaction on our web site with a short unambiguous message. It is positioned at the very beginning of our start page e.g. at the entry page of our channels consequently there, where our users point their first gaze. The banner takes over the whole skyline, the button over the right quarter. Please accept that we do not allow any animations with this advertising form.

Demo Currently only available for WIN for IE 5.5 up (coming soon)

Skyline Button 182 x 81

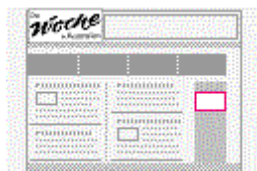
AU\$ 1.500,-	AU\$ 500,-	AU\$ 1.000,-	AU\$ 500,-	AU\$ 250,-
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Skyline Banner 757 x 81

AU\$ 6.000,-	AU\$ 2.000,-	AU\$ 3.000,-	AU\$ 1.500,-	AU\$ 750,-
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Page 1 visible area	Page 1 with Scrolling	News, Germany, Austria, Switzerland, Australia	All other Channels	Priority of a Channel
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Button



Especially well suitable for longer term advertisement close to content. The button has a standardized format of 133 x 150 pixels; it is connected with the content and can be stationary or animated.

Demo Currently only available for WIN for IE 5.5 up (coming soon)

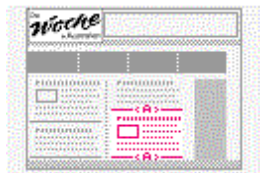
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AU\$ 1.000,-	AU\$ 500,-	AU\$ 500,-	AU\$ 250,-	AU\$ 250,-
Page 1 visible area	Page 1 with Scrolling	News, Germany, Austria, Switzerland, Australia	All other Channels	Priority of a Channel

Advertorial/Intrasite/Sitelink

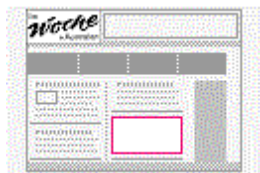


Editorially appealing advertising generates the highest response rate on our webpage. We differentiate between the following products, that are placed on our overview web pages in each case with a title, a short announcement text and a picture (129 x 86): The Advertorial linked to a article or a slideshow, in which you decide freely about the content. The Intrasite differs from the Advertorial in this respect, as that you decide on the topic, however woche.com.au has the editorial priority. You can provide the contents (e.g. your customer magazine) provided that it meets our editorial requirements, alternatively our editorial staff can produce it for you. For one week of Intrasite, you get 4 articles. The Sitelink in comparison to the two aforementioned products links directly to a web site of your choice.

- Demo Advertorial** (coming soon)
- Demo Intrasite** (coming soon)
- Demo Sitelink** (coming soon)

AU\$ 5.000,-	AU\$ 2.000,-	AU\$ 3.500,-	AU\$ 1.500,-	AU\$ 1.000,-
Page 1 visible area	Page 1 with Scrolling	News, Germany, Austria, Switzerland, Australia	All other Channels	Priority of a Channel

Content Ad



A Content Ad is an advertising space in the format of 300 x 150 pixels (for an extra charge also available in the format of 300 x 250 pixels), which are placed directly in the editorial surroundings on our overview pages. The content can be stationary or animated.

Demo Currently only available for WIN for IE 5.5 up (coming soon)

AU\$ 5.000,-	AU\$ 2.000,-	AU\$ 3.500,-	AU\$ 1.500,-	AU\$ 1.000,-
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Page 1 visible area	Page 1 with Scrolling	News, Germany, Austria, Switzerland, Australia	All other Channels	Priority of a Channel
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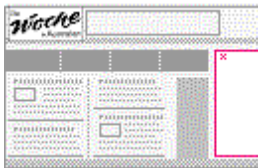
Mobile Advertising woche.com.au/PDA (coming soon)



On our mobile platform, you reach a quite progressive User group. You can appear exclusively on the start page with a picture and an article with 500 characters and a direct link to your mobile offer for one week. 15.000 unique clients AU \$ 8.000 - per week

Presentation (coming soon)

Sidebar



The Sidebar offers you an extensive presence directly on our start page. Your advertisement adjusts to every screen size and consequently guarantees an optimal representation. So you gain on one day all the woche.com.au users. Start page AU\$ 10.000 - per day

Demo Currently only available for WIN for IE 5.5 up (coming soon)

Presentation (coming soon)

More to the Topic



More to the Topic enables you to have your text advertising message of 40 characters always appear, every time an expression predefined by you occurs in an article. For AU\$ 5 per day the expression belongs exclusively to you, for every click on the link to your advertising we charge AU \$1. The minimum booking duration is 2 months. If direct response is your aim, then there is no other product on woche.com.au, where the costs are connected directly to your advertising success.

Presentation (coming soon)

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Newsletter



Regular Newsletters inform our users (who are registered for it) about the most current events. Advertise exclusively per Newsletter with your banner (HTML-Version) or your text ad (text version, about 200 character inclusive a link to your URL).

Weekly Mail	AU\$ 2.000.-	Issued weekly, reaches approx. 90.000 users
Daily Mail	AU\$ 500.-	Issued daily, reaches approx. 8.000 users per channel

Extra Charges

Through precise selection or additional features, you can generate even more attention with our users with your advertisement.

Unique User 15%
Determine the number of the users to be reached and the maximum advertising contacts per users.

Sound at Mouse Over 15%
Possible with all advertising forms. The sound finishes if the mouse pointer is no more over the advertisement.

Selection 15%
Per selection (Example: To switch your advertisement only in the sport part, requires a selection. If you switch only on the federal league page in the sport part, this cost is applied twice.

Geo- or IP-Targeting 15%
Geo or IP - Targeting for the demarcation of a geographical area or from certain IP- Addresses.

Socio-Targeting 15%
For the restriction of a certain socio demographic group. This charges are applied per characteristic. Choices are gender, age and the place of residence.

Technical Specifications

Here, you will find the necessary basic data to create your advertisement according to our technical requirements.



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We can produce your advertising media in house. Please contact [DuDesign @ DuHost.com](mailto:DuDesign@DuHost.com) for details.

To ensure that your advertisement appears on time, we ask you, to deliver the sujets at least seven working days before start of the campaign.

The TOC of Die Woche in Australien LTD. is applicable. The stated prices are exclusive 10% GST and are valid from 1.1.2007 until further notice. Alterations, print- and misprints provisioned.

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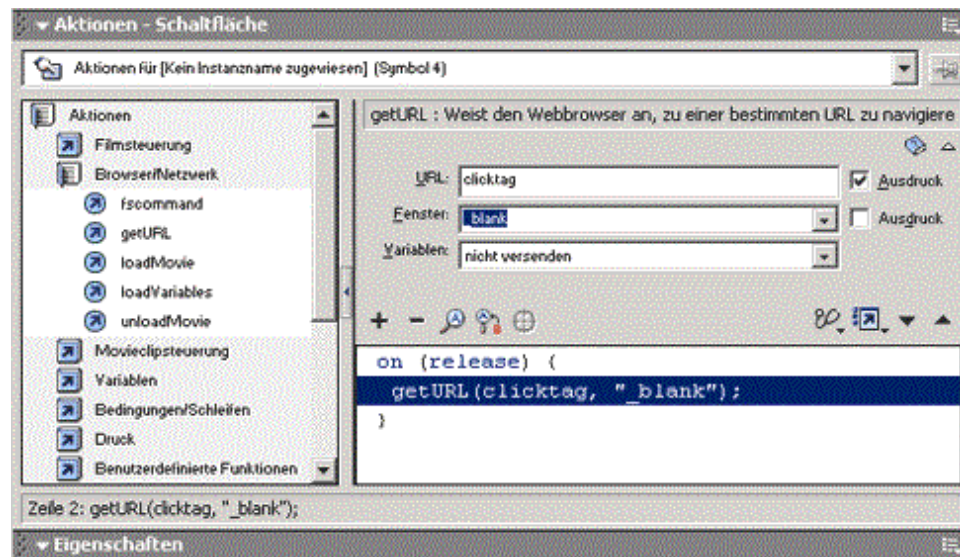
Technical Specifications - (Diese Seiten auf Deutsch - Online)

Here, you will find the necessary basic data to create your advertisement according to our technical requirements.

Flash:

If advertising sujets are supplied in Flash format there must be consideration to the links in the sujets with reference to the following:

In order to be able to count the clicks on the sujet by means of ad servers, the variable **clicktag** must be declared in the frame actions.



Advertising sujets are delivered on our pages with the parameter **wmode="transparent"**. Therefore, advertising sujets must be supplied in Flash with fixed background colour. Furthermore the sujets are to be saved in Flash version 6.

Sound:

Advertising with sound in woche.com.au is only possible if the user must set an interaction to activate the sound. For example, it is possible to activate a sound once the user moves the mouse over a sujet (mouse over).

Lead time for the supply of sujets:

To ensure that your advertisement appears on time, we ask you, to supply the sujets at least seven working days before start

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of the campaign. Exceptions are special advertising forms and particular campaigns which require a longer preparation time.

File Types:

The common file formats jpg, gif and swf can be used.

Dynamically placed advertisements:

- **Banner**
468px*60px, max: 25kB

It is possible to switch banners and skyscrapers on a day by day mode.

- **Skyscraper**
120px*468px (normal), max: 25kB
160px*600px (large), max: 25kB

Because of the frames on our pages the following dynamic advertisements can not be switched on a day by day basis. It is possible to install additional pixel counting on a "THIRD PARTY AD SERVER".

- **Rectangle**
180px*150px, max: 25kB
250px*300px, max: 25kB
- **eJunior Page**
250px*600px, max: 25kB

We ask for flash movies to be supplied in the corresponding format, gif or jpg is also possible. The implementation into the left column will be done by us.

- **Bigsized Banner**
780px*95px (as well 728px*90px) max: 25kB

Big size Banners can be published in gif or flash format. We require one Banner in format 468px*60px and one Banner in format 780px*95.

- **Flap Banner**
468px*400px, max: 25kB

From the original measurement (468 x 60 pixels), it increases, with mouse over (as the mouse arrow is moved over the banner) and/or automatically with a page call for one second, to a height on maximum 400 pixels. The "flap motion" per mouse over should be converted into Flash. A transfer of JavaScript functions is not recommended.

- **Pop-Up + Pop-Under + Shaped Pop-Up**
max: 300px*400px, max: 25kB
- **Digital Poster**
800px*500px, max: 25kB

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Digital posters and shaped pop ups are delivered as individual Flash movie and are placed over the page as "Flash Overlays". If additionally to the overlay a full banner is to be published, than this must be delivered individually. Any "Closed" button should be connected with the function **iab_hide()**;

Fixed placed advertising:

- **Advertorial**

Headline: max. 60 characters

Lead headline: max. 110 characters

Text: max. 1500 characters

Picture: max. 2 pictures per 129px*86px (approx. 10kB), on of them will be show as cover picture.

Pictures to be included in the text have to have a width of 335px.

Link: max. 2 differently click counted links from article to the customer.

Supply: Text in word document

- **Sitelink**

Headline: max. 60 characters

Lead headline: max. 110 characters

Picture:129px*86px (approx. 10kB)

Link: one click counted link from article to the customer

Supply: Text in word document

- **Skyline Button**

182px*81px, max: 25kB

Here we only accept stationary Sujets!

- **Skyline Banner**

751px*81px, max: 25kB

Here we only accept stationary Sujets!

- **Button**

133px*150px, max: 25kB

- **Content Ad**

300px*150px, max: 25kB

300px*250px, max: 25kB (extra charge)

- **Newsletter**

For advertising in the newsletter we will need either a text with a link or a full banner in gif or jpg format. **Flash can NOT be implemented.**

- **Sidebar**

The Sidebar is displayed directly on the start page and adjusts to every screen size. Sujets must be supplied in Flash.

Day by day switching is not possible. It is possible to install additional pixel counting on a "THIRD PARTY AD SERVER". File size on inquiry.

[Back to – Our Advertising Products](#) [Read more....](#)

In our advertising gallery you will find some examples and a lot of impressions about the topic online advertising.

On inquiry we can produce your advertising media in house. Please contact us or directly

[DuDesign @ DuHost.com](#) for details.

To ensure that your advertisement appears on time, we ask you, to deliver the sujets at least seven working days before start of the campaign.

The TOC of Die Woche in Australien LTD. is applicable. The stated prices are exclusive 10% GST and are valid from 1.1.2007 until further notice. Alterations, print- and misprints provisioned.

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Web Links: [This document in German](#) - [WOCHE Home Page](#) - [Werben in der WOCHE Info](#)

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