

# display



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COMMUNICATION  
POINT OF SALE  
SALES PROMOTION

Media rates online 2023

Valid from 1. January 2023

Industry portal facts  
[www.display.de](http://www.display.de)

Visitors (month):  
> 25,000

Page views (month): >  
100,000

Newsletter recipients:  
> 7,000

The leading industry website has changed, as everybody can see. Large photos, lots of news, background information and articles. Within seconds everybody knows what's going on in the industry. And the best: as a supplier you can profit from attractive advertising spaces placed in neighborhood of the content.



# display

## “L” ad – the big impact

With the L format you will be seen on every part of the website.  
For additional attention you can also book the background colour.

**Size:** 1.280 x 140 Px + 160 x 600 Px (length x height)

### Visibility

**Homepage:** all areas

**Mobile:** yes

**Newsletter:** no

**Price:** 1,990 Euro per month plus VAT

1.280 x 140Px

160 x 600 Px

display

SURROUND E-MAGAZIN WOLFF'S WELT JAHRE WEISSWEIN

Themen Schwerpunkt: Papier, Büro und Schreibwaren

Verstärkt besetzt wird das Team im Bereich für die Produktion und den Vertrieb von Schreibwaren. ...

Die Logistik & Transport für P&G, welche sich als ein zentraler Bestandteil des Geschäfts darstellt, ...

Kaufkraft in wachsender und breiter als im Vorjahr, ...

display SuperStar Award

2022

Zum display SuperStar award

SuperStar & ...

POI-Decken ...

Marken & Kampagnen ...

Personen ...

Marken und Kampagnen – alle Meldungen

Elektronik Festival ...

Lineartext ...

Personen – alle Meldungen

Neuer Präsident bei Pro Carton ...

Wachstum an Spitze von Martin ...

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## Content Ad – a true allrounder

The Content Ad provides you a large coverage.  
Your ad is the first promotional item on the right side of the website.

**Size:** 400 x 415 Px (length x height)

**1st and 2nd place**

**Homepage:** all areas

**Mobile:** yes

**Newsletter:** yes

**Price:** 1,690 Euro per month plus VAT

**3rd place and following**

**Homepage:** all areas

**Mobile:** yes

**Newsletter:** no

**Price:** 980 Euro per month plus VAT

**Home/News**

The screenshot shows the homepage layout. At the top, there's a navigation bar with 'display' logo and menu items like 'STARTSEITE', 'EINGANGS', 'WICHTIGES', 'ZURÜCK'. Below is a main content area with a featured article titled 'Themenschwerpunkt: Papier, Büro und Schreibwaren'. This is followed by a grid of smaller articles under the heading 'Marken und Kampagnen in alle Weltlagen'. At the bottom, there's a section for 'Personen alle Weltlagen'.

**1st place**  
400 x 415 Px

**2nd place**  
400 x 415 Px

**Newsletter**

The screenshot shows the newsletter content. It starts with the 'display' logo and a sub-header 'KOMMUNIKATION FÜR DEN VERTRIEBSBEREICH'. The main content consists of several article teasers with images and headlines, such as 'Aktuelle Seminar- und Ticketshop', 'Jetzt display als E-Magazin lesen', and 'Personen: Wechsel in Geschäftsführung'. At the bottom, there's a featured article titled 'Themenschwerpunkt: Papier, Büro und Schreibwaren'.

**1st place**  
400 x 415 Px

**2nd place**  
400 x 415 Px



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## Half Content Ad – the small allrounder

Though the half content ad is smaller, it provides you with the same reach like its bigger brother.

**Size:** 400 x 200 Px (length x height)

### Visibility

**Homepage:** all areas

**Mobile:** yes

**Newsletter:** no

**Price:** 770 Euro per month plus VAT

The screenshot shows a website interface with a navigation bar at the top containing 'display', 'SUPERSTAR', 'BÜROARTIKEL', 'WEISSPAPIER', 'JOB', and 'NEUERWEITEN'. The main content area features a large advertisement with the title 'Themenschwerpunkt: Papier, Büro und Schreibwaren'. This ad includes images of paper products, a bottle of 'PILSNER', and a 'display Superstar Award' graphic. Below this, there are two smaller sections: 'Marken und Kampagnen' and 'Personen', each with a 400 x 200 Px ad placeholder. The 'Marken und Kampagnen' section includes images of 'Einheits-Pilsener' and 'Limonetten' products. The 'Personen' section includes images of 'Neuer Präsident der Pils-Carrier' and 'Wer hat an Lighten wie Martin Brunn'. The ad placeholders are blue with white text indicating the size '400 x 200 Px'.

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## Full Banner – the big coverage

The full banner appears as the first element in the content area of the website. Additional coverage is gained by the e-mail-newsletter (more than 4,000 recipients) and being displayed within the content area on mobile devices.

### Size

1.280 x 140 Px (length x height)

### Visibility

**Homepage:** home and news

**Mobile:** yes

**Newsletter:** yes

### Price

**First place:** 1,990 Euro per month plus VAT

**Second place:** 1,690 Euro per month plus VAT

**Third place:** 1,490 Euro per month plus VAT

### Home



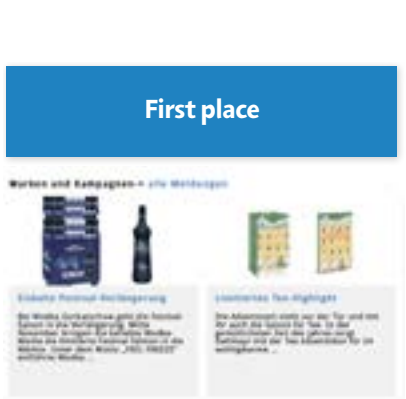
First place 1.280 x 140 Px



Second place 1.280 x 140 Px

Third place 1.280 x 140 Px

### News

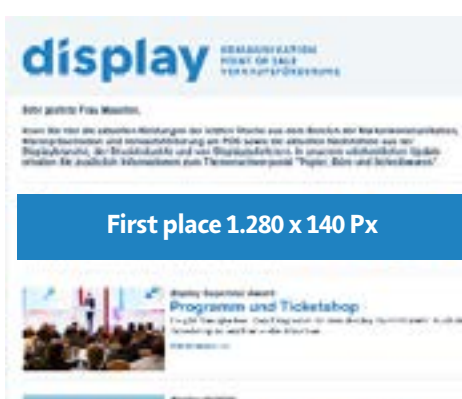


Second place

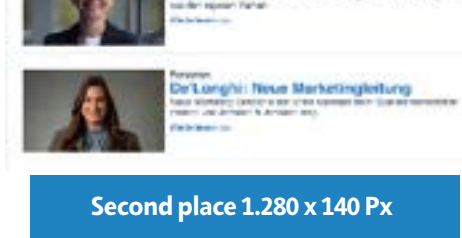


Third place

### Newsletter



Second place 1.280 x 140 Px



Third place 1.280 x 140 Px

Third place 1.280 x 140 Px

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## Online Partner – the fast lane to you

Your logo is being displayed underneath the L ad.  
By clicking your logo the user will be forwarded directly to your website.

**Size:** Standardized, send us your logo and the preferred URL for forwarding

### Visibility

**Homepage:** all areas

**Mobile:** no

**Newsletter:** no

**Price:** 200 Euro per month plus VAT

The screenshot shows the 'display' website interface. At the top, there is a navigation bar with 'display' logo, 'STARTSEITE', 'EINGANGEN', 'WICHTIGES', '2013', and 'NEUHEITEN'. Below this is a main content area with a header 'Themenschwergpunkt: Papier, Büro und Schreibwaren'. The main content is divided into several sections:

- Superstar & Award:** A section featuring a stack of blue boxes and a bottle, with a 'display Superstar Award' badge.
- Marken & Kampagnen:** A section with a bottle and a box, with a 'display Superstar Award' badge.
- Personen:** A section with a portrait of a man, with a 'display Superstar Award' badge.

Below the main content, there are three sections with sub-headers:

- Marken und Kampagnen - alle Meldungen:** A section with a bottle and a box, with a 'display Superstar Award' badge.
- Personen - alle Meldungen:** A section with a portrait of a man, with a 'display Superstar Award' badge.

On the right side of the screenshot, there is a vertical stack of ten blue buttons, each labeled 'Logo'.

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## You do not have an online ad?

For any technical details or advice concerning concept and production please refer to:

### Contact:

Arne Reis

Tel. +49 06131 94509-20

E-Mail: reis@display.de

### Technical requirements online advertisement

1. Size: please use the correct size (Pixel) of your online ad
2. Supported file formats are: JPG, PNG or GIF (animated)
3. Flash files: as adobe flash files are not being displayed on iOS devices, we ask you to send us additional data in JPG, PNG or GIF files as fall back items
4. Colour: RGB Colour
5. Resolution: 72 dpi
6. Forwarding: tell us the preferred URL for forwarding
7. Flash data can not be integrated (alternatively HTML5)

### Requirements HTML5 banner:

1. Note banner size (pixels)
2. Files to include:
  - Mainfolder "name of the banner" with index
  - Subfolder "css" with css files
  - Subfolder "js" with JavaScript files
  - Subfolder "img" with image files
3. RGB color space
4. Maximum banner size 300 kb
5. Please supply the link





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## Native advertising – Your advertorial on www.display.de

Use this innovative online marketing tool to have your own editorial content on www.display.de in the look & feel of display editorial page content.

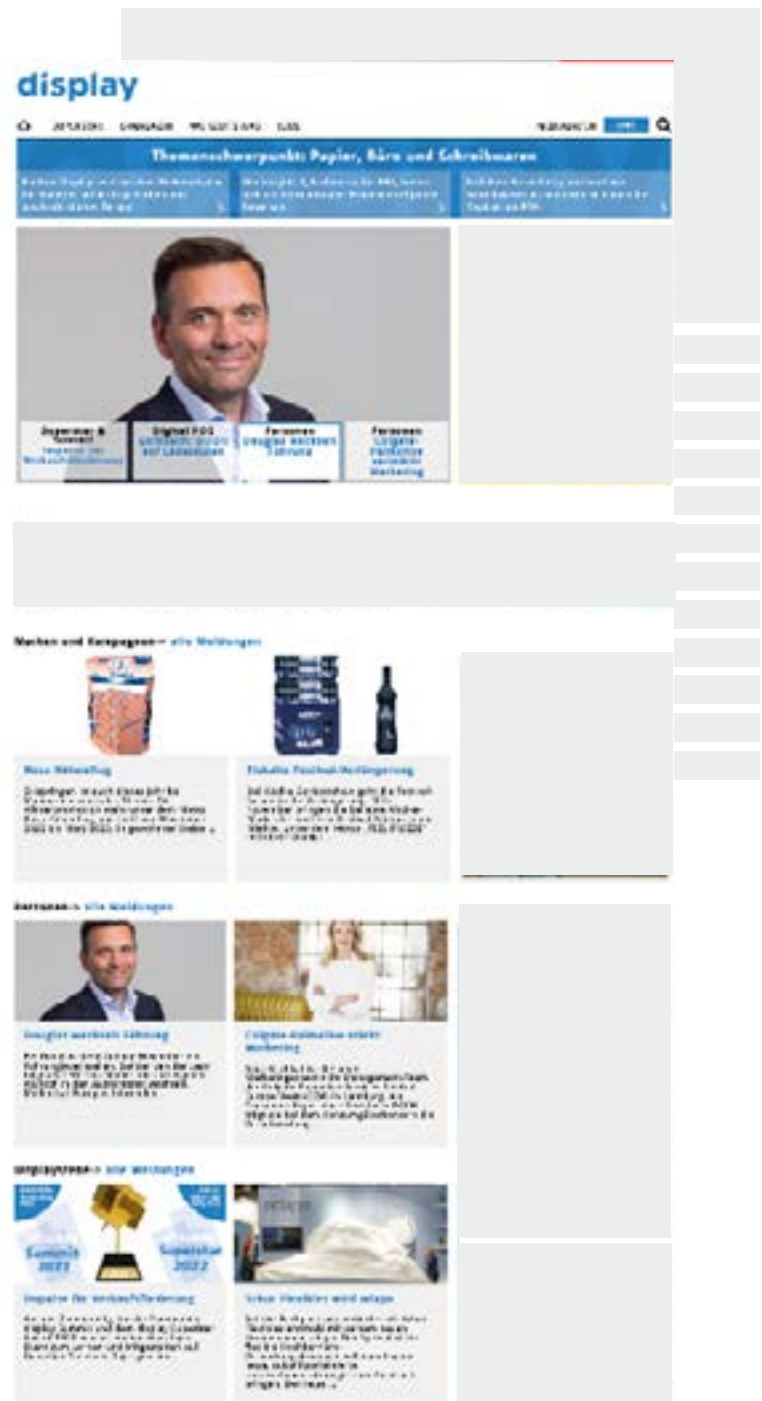
### Basic components Native Advertising

- Text up to 5,000 characters (recommended minimum 3,000 characters). Wishes regarding keywords and snippets are welcome.
- Photos/images up to 10 pieces (at least 1 lead image, please with photo credits)
- Integration of a video possible
- Linking (do-follow) to your landing page
- The online advertorial can be found on www.display.de for at least one year.
- For the first two weeks after publication, the online advertorial will be displayed in the top section (slider) of the start page of www.display.de
- One-time sending of the online advertorial in the weekly newsletter (over 7,000 recipients)
- Text, image and, if applicable, video will be supplied by client\*
- The online advertorial will be marked with the legally required reference "Advertisement".

### Price

1,790 Euro plus VAT

\*A suitable text for the online advertorial can be created in consultation with the editorial team of display magazin for 990 Euro plus VAT. Creation and research of suitable image material according to expenditure.



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STARTSEITE | UNTERNEHMEN | WIRTSCHAFTSNAHE | 2018 | MEDIENSTIFTUNG | 1000

Themenschwerpunkt: Papier, Büro und Schreibwaren

Populäre Display-Verkaufsmittel sind die...  
Die Logistik & Cartonsysteme für...  
Aufgaben, die wichtig sind und die...

**Superstar & Gemalt**  
Superstar-Gemalt  
Marken- & Kampagnen  
Marken & Kampagnen  
Personen  
Neuer Präsident  
Pro Carton

**Display Superstar Award**  
Zum Display Superstar ernannt

Marken und Kampagnen - alle Meldungen

**Bakelite Festival - Verlängerung**  
Bei Wollas Carbonat hat sich die...  
Lindermeyer von Hightlight  
Die Abrechnung...  
Neuer Präsident  
Pro Carton

Personen - alle Meldungen

**Neuer Präsident bei Pro Carton**  
Michèle Brandt, CEO der...  
**Wachstum am Spritzen von Martin Bräun**  
Am Spritzen...  
Neuer Präsident  
Pro Carton

Like to know more?  
Ask our sales team:



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