

ADVERTISING POSSIBILITIES on www.laser-magazin.de

FULL-SIZE SKYSCRAPER

The skyscraper is a large-format advertisement that leaves plenty of space for your advertising messages. It is often used for branding campaigns. Normally positioned in the margin of the web page, the skyscraper can ideally be used for animations.

Displayed on each page of the website.

Technical specifications

Price: € 495.- per month

Format: max. 200 px wide x 600 px high

Required files: swf, fla, gif, jpg up to a max. of 50 KB

Target URL

HALF-SIZE SKYSCRAPER

Displayed on each page of the website below the full-size skyscraper.

Technical specifications

Price: € 250.- per month

Format: max. 200 px wide x 300 px high

Required files: swf, fla, gif, jpg up to a max. of 30 KB

Target URL

FULL-SIZE BANNER

This banner format is one of the most popular formats on the web. The full-size banner is very versatile and can be found on almost all websites.

Displayed on the top-level home page and on the top-level menu pages.

Technical specifications

Price: € 195.- per month

Format: max. 468 px wide x 60 px high

Required files: swf, fla, gif, jpg up to a max. of 30 KB

Target URL

HALF-SIZE BANNER

Displayed on the top-level home page and on the top-level menu pages.

Technical specifications

Price: € 100.- per month

Format: max. 200 px wide x 60 px high

Required files: swf, fla, gif, jpg up to a max. of 20 KB

Target URL

RECTANGLE

The nearly square-format advertisement is in most cases positioned directly near the content. This relatively new banner format is characterised by good clicking rates. Rectangles can be compared with island (solus) advertisements in the field of print media.

Displayed on the top-level home page and on the top-level menu pages.

Technical specifications

Price: € 495.- per month

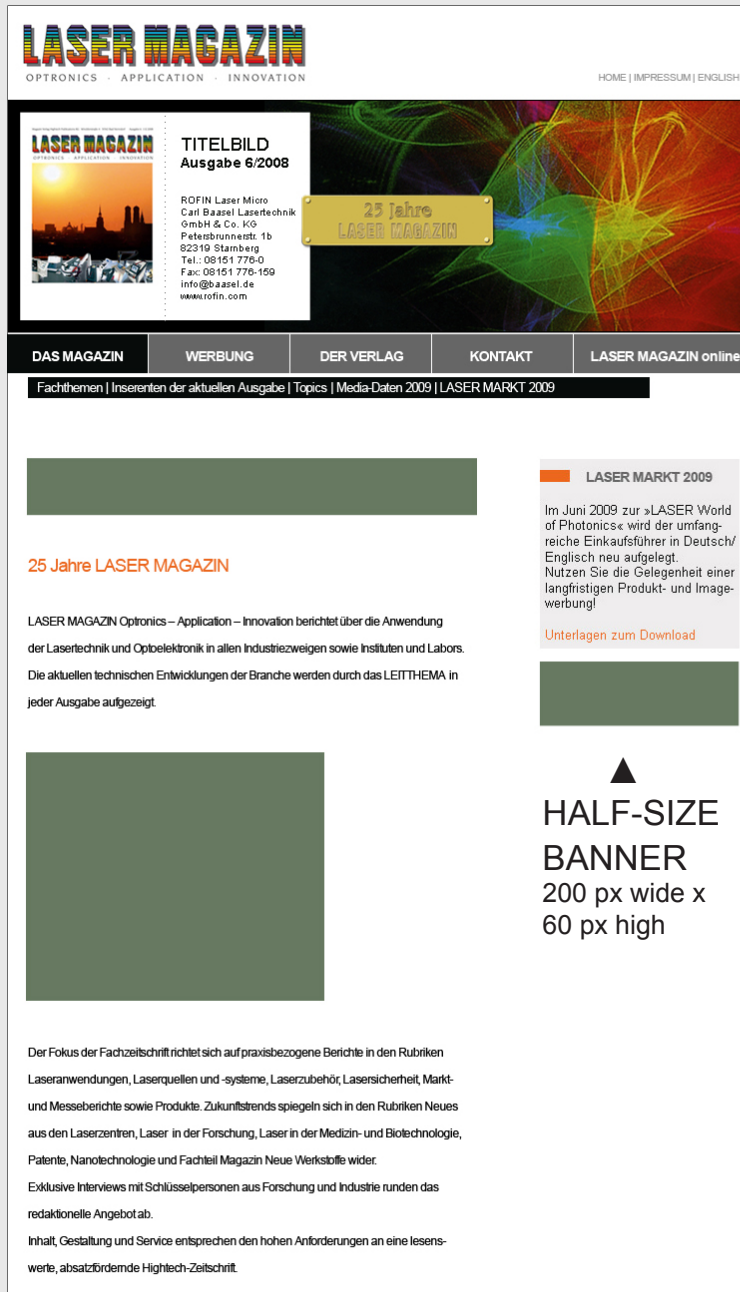
Format: max. 300 px wide x 250 px high

Required files: swf, fla, gif, jpg up to a max. of 50 KB

Target URL

In addition, the offers include editorial support under the top-level menu page of LASER MAGAZIN online.

Rectangles can be directly integrated within the editorial environment.



FULL-SIZE BANNER ►
468 px wide x 60 px high

RECTANGLE ►
300 px wide x 250 px high

◀ FULL-SIZE SKYSCRAPER
200 px wide x 600 px high

◀ HALF-SIZE SKYSCRAPER
200 px wide x 300 px high

▲
HALF-SIZE
BANNER
200 px wide x
60 px high