

## Using The Local: banners – standard formats



**PANORAMA**

**The Local**  
GERMANY'S NEWS IN ENGLISH

August 19, 2010

They opened a hotel where children are welcome and not simply tolerated!

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1. Google to launch 'Street View' for 20 cities
2. Politicians plan Google Street View privacy law
3. Obama heads up over Google Street View
4. Google to launch 'Street View' for 20 cities
5. Politicians plan Google Street View privacy law

Job's a variable: 666

German Design Engineer  
Senior Consultant (Data Science) (m/f)  
Show all jobs in Germany

**BLOCK**

**Economy thunders ahead with record growth**

Germany posted its best quarterly growth since reunification in 1991 on Friday, with one economist saying it was "a sign of its over" as other leading industrial nations showed signs of slowing down. (REUTERS/GOVERNMENT)

**SKYSCRAPER**

**MPU**

**Defence Ministry plans troop reduction to 165,000 volunteers**

German Defence Minister Karl-Theodor zu Guttenberg has called for the Bundeswehr's initial troop reduction and reducing troops from 235,000 to 165,000 volunteers, a media report said on Friday. (REUTERS/GOVERNMENT)

Highlights

TRAVEL: The Swiss travel agency board has a rocky start to take children to holiday, but Rhine-Waal discovers the festive better about other family of summer's family fun.

MOVIES: American producer to fund Christoph Waltz in 'Germany'.

SOCIETY: Politicians won't take partner to anti-gay lands.

LIFESTYLE: What's on in Germany: August 12 - 18

DEAD: German gets GIZ television bills.

TOP IN GERMANY: Germany's biggest cities

TOP IN GERMANY: Germany's biggest cities

### Banners for every kind of campaign

Our goal is to ensure that our clients reach precisely the audience they are seeking, whether that is the full network or a carefully defined subsection, in the format that best suits the campaign.

### Audience targeting

We can target our clients' campaigns by geography (down to city level, anywhere in the world), users' interests, time of day and level of activity.

### Pricing

FORMAT	BANNER SIZE	CPM
Panorama	Max 980*150	320 SEK
Block	300*300	250 SEK
Skyscraper	160*600	180 SEK
MPU	Max 468*300	250 SEK

# Using The Local: banners – special formats

## WALLPAPER



## Wallpaper

With a wallpaper campaign, your brand completely dominates The Local by surrounding the entire site. Delivers maximum impact for short campaign bursts.

Contact our sales team to discuss campaign availability and pricing.

## Mobile formats

Our mobile sites are the perfect targeted marketing channel – and a great support for regular campaigns.



FORMAT	CPM
M-Panorama Max 300*30	350 SEK
M-MPU Max 300*75	300 SEK

## HOCKEYSTICK



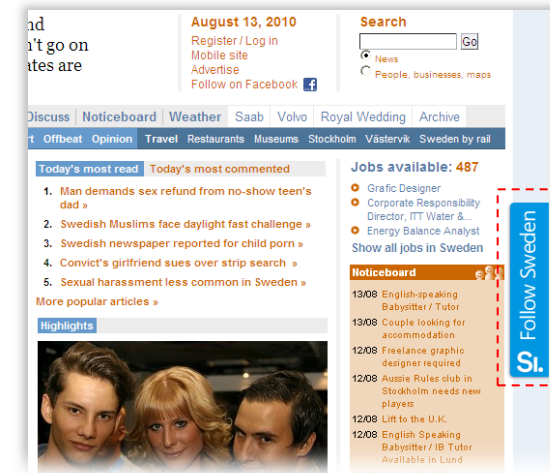
## Hockeystick

The 'hockeystick' banner structure means your message will be the first thing readers see when they visit The Local.

Contact our sales team to discuss campaign availability and pricing.

## Fixed tab

An engaging side tab which stays in position when the reader scrolls down. In smaller browser windows the tab overlaps the content.



FORMAT	CPM
45*180	120 SEK
45*250	150 SEK