

## Using The Local: banners – standard formats



**PANORAMA**

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

August 19, 2010

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**BLOCK**

**SKYSCRAPER**

**MPU**

### 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	€32
Block	300*300	€25
Skyscraper	160*600	€18
MPU	Max 468*300	€25

# 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	€35
M-MPU Max 300*75	€30

## HOCKEYSTICK



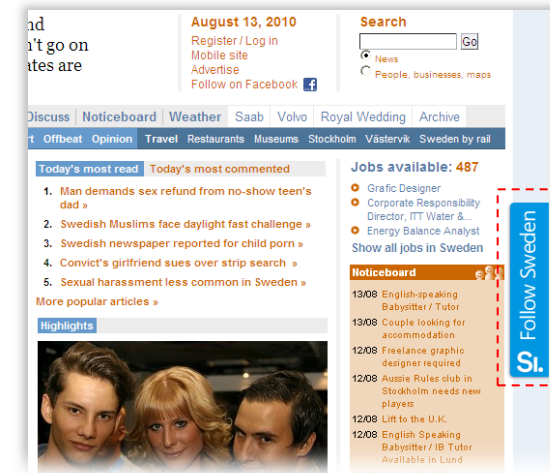
## Hockeystick

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	€12
45*250	€15