

# FAHRSCHULE

The official information  
medium of the Federal Union  
of Driving Instructor Group

## MEDIA KIT 2022

# FAHRSCHULE

FAHRSCHULE

The magazine for successful driving instructors

[www.fahrschule-online.de](http://www.fahrschule-online.de)



Status as of: October 15<sup>th</sup>, 2021



### **WAS DOES FAHRSCHULE OFFER?**

As the official organ of the „Bundesvereinigung der Fahrlehrerverbände“ (Federal Union of Driving Instructor Groups), FAHRSCHULE gives timely and practice-oriented information about all things relevant to driving instructors. And this has been going on for 70 years now. This includes the numerous legal changes affecting the education of learner drivers, new lesson methods, economical background information as well as interesting vehicles and products for the line of business.

Through FAHRSCHULE, you reach the deciders in the driving schools: the entrepreneurs and the driving instructors.

### **THE BRAND FAHRSCHULE COMPRISES**

- Magazine
- Online Portal
- ePaper
- Newsletter
- Books
- Events (for example Driving Instructors' Congress)





**monthly**

12 ISSUES

**73. year**

2022

**www.fahrschule-online.de**

WEB ADDRESS (URL)

The trade magazine FAHRSCHULE is read regularly and intensely – the page contact opportunity is **91.5 %**.

**69.6 %** of the recipients are of the opinion that FAHRSCHULE contains important and useful product and image ads.

Source: Readership structure analysis 2017/ Kantar TNS Media Research, Bielefeld



**PUBLISHER:**

Bundesvereinigung der Fahrlehrerverbände (BVF)  
(Federal Union of Driving Instructor Groups)

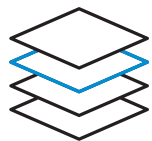
**PUBLISHING HOUSE:**

Verlag Heinrich Vogel  
Springer Fachmedien München GmbH  
Aschauer Straße 30, 81549 Munich,  
Germany  
Phone +49 89 203043-0  
E-mail sales.vhv@springernature.com  
www.springerfachmedien-muenchen.de



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thomas.cyganek@springernature.com



**13,000**

PRINT RUN FAHRSCHULE

PRINT

**12,693**

ACTUAL DISTRIBUTED CIRCULATION (ADC)

**11,775**

PAID CIRCULATION



DIGITAL

**32,612**

VISITS

(average of three months, April to June 2021)

**72,909**

PAGE IMPRESSIONS

(average of three months, April to June 2021)

**3,290**

NEWSLETTER SUBSCRIBERS

(July 2021, current figures on request)

In comparison with internet forums, **79.2 %** of interviewed persons consider the information quality of FAHRSCHULE to be better or equal.

The online offer of FAHRSCHULE is also used as an information source for professional purposes.

Source: Readership structure analysis 2017/ Kantar TNS Media Research, Bielefeld

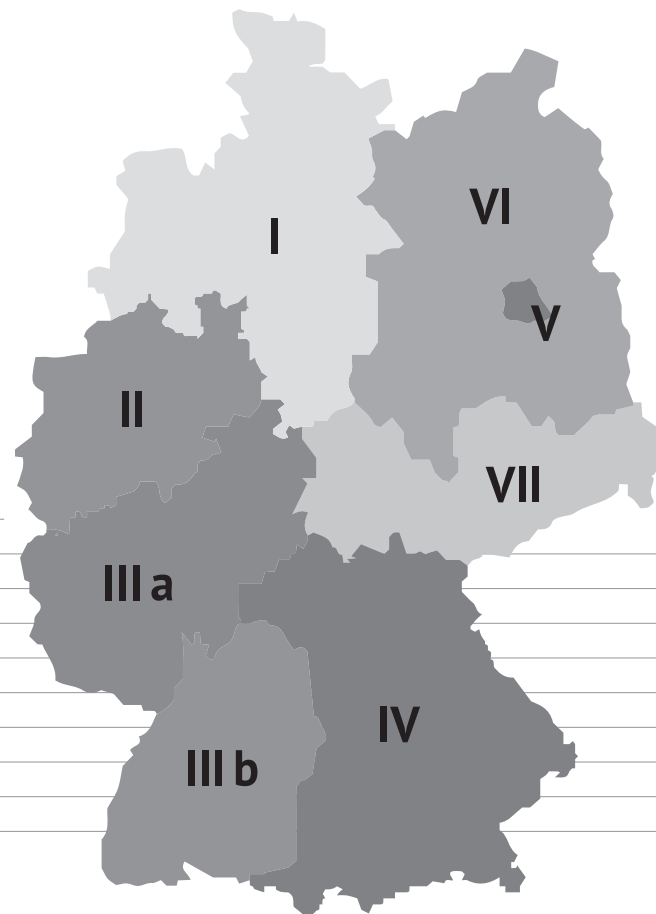


### **DISTRIBUTION BY NIELSEN-AREAS**

Find out more about the regional circulation distribution of your target group!

Distribution range of the magazine FAHRSCHULE:

Nielsen region	Actual distributed inland circulation*
I	2,723
II	3,049
III a	1,728
III b	1,244
IV	2,074
V	359
VI	792
VII	706
<b>Total</b>	<b>12,675</b>





### WHO ARE THE READERS OF FAHRSCHULE?

FAHRSCHULE addresses driving school entrepreneurs, employed driving instructors, staff and managers responsible for bigger driving schools.

FAHRSCHULE reaches the target group: **88.4 %** of the readers of FAHRSCHULE work in a driving school.

**82 %** of the recipients of FAHRSCHULE are decision-makers.

Source: Readership structure analysis 2017/ Kantar TNS Media Research, Bielefeld

### SUBSCRIPTION

ISSN 0014-6838

#### Annual subscription price

Inland: € 118.50 incl. packing/posting plus statutory VAT.

European countries: € 130.50 incl. packing/posting plus statutory VAT.

Phone Subscription service: +49 89 203043-1100

Fax Subscription service: +49 89 203043-2100

E-mail [vertriebsservice@springernature.com](mailto:vertriebsservice@springernature.com)

#### General conditions:

Please note the General Terms and Conditions you can find at [www.mediacentrum.de](http://www.mediacentrum.de).

#### Bank account:

UniCreditBank AG, Munich, Germany

IBAN: DE02 7002 0270 1830 2092 00

BIC: HYVEDEMMXXX

#### Payment terms:

within 10 days 2 % prompt payment discount,

within 30 days from date of invoice net

VAT no. DE 152942001

## TOPICS

## FAIRS

### ISSUE 1

AD 30.11.21

CD 10.12.21

PD 07.01.22

Motorcycle training:  
New models, more safety, innovative technology  
Driving school facilities/shop window dressing

### ISSUE 2

AD 23.12.21

CD 13.01.22

PD 03.02.22

Alternative drives/E-mobility  
Current drive report/vehicle test (car)

IMOT, Munich, 18.02.-20.02.2022

### ISSUE 3

AD 02.02.22

CD 14.02.22

PD 03.03.22

Conditions and services of motorcycle manufacturers  
Load securing

### ISSUE 4

AD 09.03.22

CD 21.03.22

PD 07.04.22

Handicap training  
Current drive report/vehicle test (car)

### ISSUE 5

AD 01.04.22

CD 13.04.22

PD 05.05.22

Cashless payment

### TOPICS

### FAIRS

#### ISSUE 6

AD 03.05.22  
CD 13.05.22  
PD **02.06.22**

Truck & bus for driver's education  
Current drive report/vehicle test (motorcycle)

#### ISSUE 7

AD 07.06.22  
CD 20.06.22  
PD **07.07.22**

Trailers for class BE training

#### ISSUE 8

AD 06.07.22  
CD 18.07.22  
PD **04.08.22**

Conditions and services of car manufacturers  
Current drive report/vehicle test (car)

#### ISSUE 9

AD 02.08.22  
CD 12.08.22  
PD **01.09.22**

Preview report REHACARE  
Simulators for driver's education

**automechanika**, Frankfurt, 13.09.-17.09.2022

**REHACARE International, Düsseldorf**, 14.09.-17.09.2022

**IAA Commercial Vehicles**, Hanover, 20.09.-25.09.2022

**INTERMOT**, Cologne, 04.10.-09.10.2022

#### ISSUE 10

AD 06.09.22  
CD 16.09.22  
PD **06.10.22**

Preview report Fahrlehrerkongress (German Driving  
Instructors' Congress)  
Motorcycle accessories  
Current drive report/vehicle test (motorcycle)



### TOPICS

#### ISSUE 11

AD 29.09.22

CD 13.10.22

PD 03.11.22

Health  
Truck for driver's education

Congress guide Fahrlehrerkongress (Driving Instructors' Congress)

#### ISSUE 12

AD 02.11.22

CD 14.11.22

PD 01.12.22

Refuelling in driving schools: fuel cards, apps and co.  
Current drive report/vehicle test (car)

Annual calender

#### ISSUE 1/23

AD 30.11.22

CD 12.12.22

PD 05.01.23

Motorcycle training: New models, more safety, innovative technology

### FAIRS

9. Deutscher Fahrlehrerkongress (German Driving Instructors' Congress), Berlin, November 2022

This overview of planned topics for 2022 is intended to facilitate your advanced planning. The editor reserves the right to make changes.

### MAGAZINE FORMAT

210 X 279 mm



**FRONT COVER**

—  
210 x 134 mm\*\*



**1/1 PAGE**

175 x 236 mm  
210 x 279 mm\*



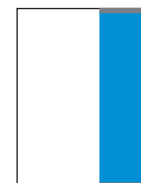
**1/2 PAGE UPRIGHT**

85 x 236 mm  
101 x 279 mm\*



**1/2 PAGE HORIZONTAL**

175 x 117 mm  
210 x 137 mm\*



**1/3 PAGE UPRIGHT**

55 x 236 mm  
71 x 279 mm\*

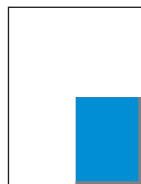


**1/3 PAGE HORIZONTAL**

175 x 76 mm  
210 x 91 mm\*

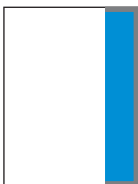
### MAIN MAGAZINE

Type area (w x h)  
Bleed size (w x h)



**1/4 PAGE BLOC**

85 x 117 mm  
101 x 137 mm\*



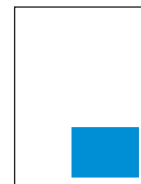
**1/4 PAGE UPRIGHT**

40 x 236 mm  
56 x 279 mm\*



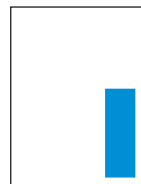
**1/4 PAGE HORIZONTAL**

175 x 56 mm  
210 x 71 mm\*



**1/8 PAGE BLOC**

85 x 56 mm  
—



**1/8 PAGE UPRIGHT**

40 x 117 mm  
—



**1/8 PAGE HORIZONTAL**

175 x 31 mm  
210 x 49 mm\*

### MAIN MAGAZINE

Type area (w x h)  
Bleed size (w x h)

\* + 3 mm bleed

\*\* Placement address label: from below 40 mm, from left 20 mm; size address label: 85 mm x 50 mm (width x height)

Printing and binding process: Offset print, staple binding, 70 line/cm screen | Printing material delivery in digital form



<b>FORMAT</b>	<b>4-COLOURS IN €</b>
Front page	<b>10,050.00</b>
2./3./4. cover page	<b>8,615.00</b>
1/1 page	<b>7,350.00</b>
1/2 page	<b>3,980.00</b>
1/3 page	<b>2,800.00</b>
1/4 page	<b>2,240.00</b>
1/8 page	<b>1,295.00</b>
Surcharge placement:	
Binding placement instructions:	<b>790.00</b>

### DISCOUNTS

For insertions within one insertion year (begins with the publication of the first ad)

### FREQUENCY SCALE

3 times	<b>3 %</b>
6 times	<b>5 %</b>
9 times	<b>10 %</b>
12 times	<b>15 %</b>

### QUANTITY SCALE

3 pages	<b>5 %</b>
6 pages	<b>10 %</b>
9 pages	<b>15 %</b>
12 pages	<b>20 %</b>

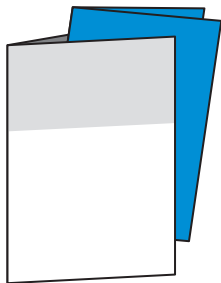
All surcharges do qualify for discounts. Front covers are not subject to discounts.

<b>CLASSIFIED ADS</b>	<b>FORMAT</b>	<b>PER COLUMN AND MM</b>	
		<b>B/W IN €</b>	<b>4-COLOURS IN €</b>
Agency price	1 column 43 mm wide	<b>5.94</b>	<b>7.59</b>
Direct price	1 column 43 mm wide	<b>5.05</b>	<b>6.45</b>
Job-wanted	1 column 43 mm wide	<b>2.30</b>	<b>---</b>
Box number fee	<b>€ 13.00</b>		

### TECHNICAL SPECIFICATIONS PRINT

In the case of supplying digital printing materials please note the information on our data ticket. You can find all information summarized [here](#) in a PDF.

### LOOSE INSERT



#### SPECIAL FEATURE

- Number of inserts available on request
- Partial inserts possible at press run of 5,000 copies
- Ads of a third party not allowed
- On request: As an additional service, printing of loose and inbound inserts possible.

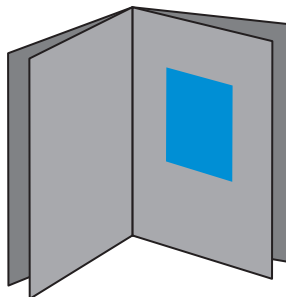
#### FORMAT

- Max. 203 mm width x 275 mm height

#### PRICE (not discountable)

- Up to 25 g total weight per thou. **€ 330.00**
- Up to 50 g total weight per thou. **€ 505.00**
- Per further 5 g total weight per thou. **€ 35.00**

### ISLAND AD



#### SPECIAL FEATURE

- Eye-catcher through prominent placement in the middle of editorial content

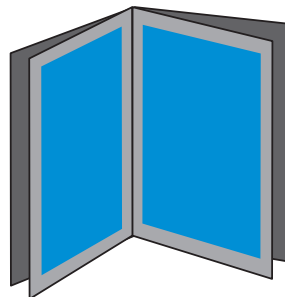
#### FORMAT

- Format 1: 43 x 43 mm, 4c
- Format 2: 60 x 60 mm, 4c

#### PRICE

- Format 1: **€ 1,035.00**
- Format 2: **€ 1,450.00**

### ADVERTORIAL



#### SPECIAL FEATURE

- Your delivered content is editorially prepared and published
- High attention through editorial appearance
- Communication objective transported in a credible manner
- Alternative to a classic ad

#### FORMAT

- 1/2 or 1/1 page, 4c, incl. pictures, text and logo
- Annotation „Advert“ in the header

#### PRICE

- **on request**

**MORE FORMATS AND  
SPECIAL AD FORMATS  
ON REQUEST.**

We'll be happy to  
advise you!

## WALL CALENDER

Present yourself with an ad on the FAHRSCHULE wall calender for 2023 and stay visible to your customers all year round!

### DATES/FORMATS/CIRCULATION

Publishing date **01.12.2022**  
(supplement in the issue FAHRSCHULE 12/2022)

Ad deadline **19.10.2022**

Closing date  
printing material **27.10.2022**

Format **800 x 540 mm**

Circulation **approx.  
13,000 copies**

### PRICE ON REQUEST

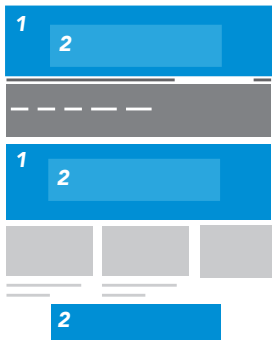
# FAHRSCHULE 2023

	JANUAR	FEBRUAR	MÄRZ	APRIL	MAI	JUNI	JULI	AUGUST	SEPTEMBER	OKTOBER	NOVEMBER	DEZEMBER
1 Mi	1 Sa	1 So	1 Mi	1 Fr	1 Mo	1 Mi	1 Sa	1 Di	1 Do	1 So	1 Di	1 Do
2 Do	2 So	2 Mo	2 Do	2 Sa	2 Di	2 Do	2 So	2 Mo	2 Mi	2 Sa	2 Mo	2 Mi
3 Fr	3 Mo	3 Do	3 Fr	3 So	3 Di	3 Do	3 So	3 Mo	3 Mi	3 Sa	3 Mo	3 Mi
4 Sa	4 Di	4 Do	4 Sa	4 Mo	4 Do	4 Sa	4 Di	4 Do	4 Fr	4 So	4 Mo	4 Mi
5 So	5 Mi	5 Do	5 So	5 Di	5 Fr	5 So	5 Mi	5 Mo	5 Mi	5 Sa	5 Mo	5 Mi
6 Mo	6 Do	6 Fr	6 Mo	6 Do	6 So	6 Mo	6 Do	6 So	6 Di	6 Do	6 Fr	6 So
7 Di	7 Sa	7 Di	7 Do	7 So	7 Di	7 Do	7 So	7 Di	7 Do	7 Mo	7 Sa	7 Mo
8 Mi	8 So	8 Mo	8 Mi	8 Do	8 So	8 Mi	8 Sa	8 Di	8 Do	8 So	8 Di	8 Do
9 Do	9 Mo	9 Do	9 So	9 Di	9 Do	9 So	9 Di	9 Do	9 Fr	9 Mo	9 Do	9 Mi
10 Fr	10 Mo	10 Do	10 Fr	10 So	10 Di	10 Do	10 So	10 Mo	10 Mi	10 Sa	10 Mo	10 Mi
11 Sa	11 Di	11 Do	11 Sa	11 Mo	11 Do	11 So	11 Di	11 Do	11 Fr	11 So	11 Mo	11 Mi
12 So	12 Mi	12 Do	12 So	12 Di	12 Fr	12 So	12 Mi	12 Mo	12 Mi	12 Sa	12 Mo	12 Mi
13 Mo	13 Do	13 Fr	13 Mo	13 Do	13 So	13 Mo	13 Do	13 So	13 Di	13 Do	13 Fr	13 So
14 Di	14 Sa	14 Di	14 Do	14 So	14 Di	14 Do	14 So	14 Di	14 Do	14 Mo	14 Sa	14 Mo
15 Mi	15 So	15 Mo	15 Mi	15 Do	15 So	15 Mi	15 Sa	15 Di	15 Do	15 So	15 Di	15 Do
16 Do	16 Mo	16 Do	16 So	16 Di	16 Fr	16 So	16 Mi	16 Mo	16 Mi	16 Sa	16 Mo	16 Mi
17 Fr	17 Mo	17 Do	17 Fr	17 So	17 Di	17 Do	17 So	17 Di	17 Do	17 Mo	17 Do	17 Mi
18 Sa	18 Di	18 Do	18 Sa	18 Mo	18 Do	18 So	18 Di	18 Do	18 Fr	18 So	18 Mo	18 Mi
19 So	19 Mi	19 Do	19 So	19 Di	19 Fr	19 So	19 Mi	19 Mo	19 Mi	19 Sa	19 Mo	19 Mi
20 Mo	20 Do	20 Fr	20 Mo	20 Do	20 So	20 Mo	20 Do	20 So	20 Di	20 Do	20 Fr	20 So
21 Di	21 Sa	21 Di	21 Do	21 So	21 Di	21 Do	21 So	21 Di	21 Do	21 Mo	21 Do	21 Mi
22 Mi	22 So	22 Mo	22 Mi	22 Do	22 So	22 Mi	22 Sa	22 Di	22 Do	22 So	22 Di	22 Do
23 Do	23 Mo	23 Do	23 So	23 Di	23 Do	23 So	23 Mi	23 Mo	23 Mi	23 Sa	23 Mo	23 Mi
24 Fr	24 Mo	24 Do	24 Fr	24 So	24 Di	24 Do	24 So	24 Di	24 Do	24 Mo	24 Do	24 Mi
25 Sa	25 Di	25 Do	25 Sa	25 Mo	25 Do	25 So	25 Mi	25 Mo	25 Mi	25 Sa	25 Mo	25 Mi
26 So	26 Mi	26 Do	26 So	26 Di	26 Fr	26 So	26 Mi	26 Mo	26 Mi	26 Sa	26 Mo	26 Mi
27 Mo	27 Do	27 Fr	27 Mo	27 Do	27 So	27 Mo	27 Do	27 So	27 Di	27 Do	27 Fr	27 So
28 Di	28 Sa	28 Di	28 Do	28 So	28 Di	28 Do	28 So	28 Di	28 Do	28 Mo	28 Do	28 Mi
29 Mi	29 So	29 Mo	29 Mi	29 Do	29 So	29 Mi	29 Sa	29 Di	29 Do	29 So	29 Di	29 Do
30 Do	30 Mo	30 Do	30 So	30 Di	30 Fr	30 So	30 Mi	30 Mo	30 Mi	30 Sa	30 Mo	30 Mi
31 Fr	31 Di	31 Do	31 Mo	31 Do	31 So	31 Mo	31 Do	31 So	31 Di	31 Do	31 Fr	31 So

Abonnieren Sie unseren kostenlosen Newsletter!

[www.fahrschule-online.de/Newsletter](http://www.fahrschule-online.de/Newsletter)

**VOGEL**  
VELUX HANDBY VOGEL



### 1 BILLBOARD

#### FORMAT

- 950 x 250 px (max. 80 KB)

#### CPM\*

- € 150.00

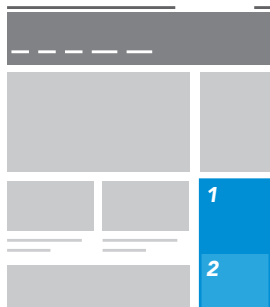
### 2 SUPERBANNER

#### FORMAT

- 728 x 90 px (max. 80 KB)

#### CPM\*

- € 95.00



### 1 MEDIUM RECTANGLE or VIDEO MEDIUM RECTANGLE

#### FORMAT

- 300 x 250 px (max. 80 KB)

#### CPM\*

- € 95.00

### 1 + 2 HALF PAGE

#### FORMAT

- 300 x 600 px (max. 80 KB)

#### CPM\*

- € 150.00



### 1 SKYSCRAPER

#### FORMAT

- 160 x 600 px (max. 80 KB)

#### CPM\*

- € 95.00

### FURTHER FORMATS ON REQUEST.

We'll be happy to  
advise you!

### TECHNICAL SPECIFICATIONS ONLINE

You can find all information  
summarized [here](#) in a PDF.



### DIGITAL

Every week, FAHRSCHULE informs the decision-makers and executives in an up-to-date and informative online newsletter.

#### **REGISTRATION:**

[newsletter.springerfachmedien-muenchen.de/fs](https://newsletter.springerfachmedien-muenchen.de/fs)

#### **DURATION/PLACEMENT:**

Duration, number and date of the advert placement can be varied according to your needs and are subject to availability. A selection by postcode areas or industry sectors is not possible.

<b>AD FORMAT</b>	<b>PLACEMENT</b>	<b>SIZE IN PX</b>	<b>PRICE IN €</b>
Cross/Full-Size Banner*	1	650 x 150	<b>275.00</b>
TextAd**	2	650 x 366	<b>275.00</b>
Medium Rectangle**	3	300 x 250	<b>275.00</b>

\* on all placements possible  
\*\* starting from the 2<sup>nd</sup> spot



#### **TECHNICAL SPECIFICATIONS NEWSLETTER**

You can find all information summarized [here](#) in a PDF.



### DIGITAL

The online advertorial appears among the current news on the portal of [www.fahrschule-online.de](http://www.fahrschule-online.de).

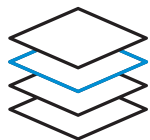
#### **PRESENTATION:**

- Lead picture with two decorative pictures (620 x 385 px, .jpg, .gif)
- Headline: max. 60 characters incl. blanks, Teaser: max. 150 characters incl. blanks
- Body text with max. 5,000 keystrokes
- **OPTIONAL:** Text for short infobox, e.g. above your company
- **OPTIONAL:** Up to three highlight quotes
- **OPTIONAL:** Linking to websites or videos
- **OPTIONAL:** Pictures with captions for a picture gallery (620 x 385 px, .jpg)
- Note: Article is marked as an advert!



AD FORMAT	PLACEMENT	DURATION	PRICE IN €
Online Advertorial	fahrschule-online.de	1 week	1,570.00





## PRINT

### YOUR MESSAGE IN EDITORIAL STYLE: THE PLATFORM FOR YOUR NATIVE ADVERTISING

In a print advertorial, a special editorial format is styled like an article.

The ideal complement is accompanying publication of the content as a digital advertorial on the trade magazine portal.







## DIGITAL

**In addition to your advertorial, choose your preference package of advertising means!**

## MEDIA PACKAGES

### ADVERTISING MEANS

	<b>ULTIMATE</b> <i>PRINT &amp; ONLINE</i>	<b>PREMIUM</b> <i>PRINT &amp; ONLINE</i>	<b>BASIC+</b> <i>PRINT &amp; ONLINE</i>
Publikation magazine <b>Print</b>	✓ 1 x	✓ 1 x	✓ 1 x
PDF for your own use <b>Online-PDF</b>	✓ Web-PDF	✓ Web-PDF	✓ Web-PDF
Publication as <b>Online Advertorial</b>	 1 week	 1 week	
Newsletter placement <b>TextAd</b>	 3 x	 2 x	
4 pages digital print <b>Special print</b>	✓ 1,000 copies		
	2/1 € 16,600.00	1/2 € 5,860.00 1/1 € 8,900.00 2/1 € 15,980.00	1/2 € 4,250.00 1/1 € 7,620.00 2/1 € 15,140.00



**DIGITAL**





## NATIVE CONTENT IN TOP FORM: SPECIAL EDITORIAL FORMATS ON THE TRADE MAGAZINE'S ONLINE PORTAL

An online advertorial places your message in the style of native advertising, with the layout of an online article.

**In addition to your online advertorial,  
choose your preference package of  
advertising means!**

## MEDIA PACKAGES

ADVERTISING MEANS

	ULTIMATE	PREMIUM	BASIC+
Online Advertorial <b>Startpage</b>	✓ 7 days	✓ 7 days	✓ 7 days
Newsletter placement <b>TextAd</b>	✓ 5 x	✓ 4 x	✓ 1 x
SocialMedia placement <b>Posting</b>	✓ 3 x	✓ 2 x	✓ 1 x
Browser placement <b>CleverPush</b>	 2 x	 1 x	
Banner placement <b>Rectangle</b>	 30' PI	 20' PI	
SocialMedia ad service <b>Promotion</b>	✓ € 1,000.00		
	<b>€ 9,900.00</b>	<b>€ 6,290.00</b>	<b>€ 2,790.00</b>



## DIGITAL

### DIGITAL INNOVATION: EDITORIAL WEB SPECIAL ON THE MAGAZINE PORTAL






A web special, presented by the respective trade magazine on an individually designed website, draws attention to products and services.

As a native advertising format, the web special stands for itself, presents a beacon topic quickly and prominently and is easy to be teased and linked via all digital channels.

**In addition to your web special, choose your preference package of advertising means!**

## MEDIA PACKAGES

### ADVERTISING MEANS

	ULTIMATE	PREMIUM	BASIC+
Expert editorial text + layout <b>Startpage</b>	✓ Full service	✓ Full service	✓ Full service
Number of chapters <b>Extent</b>	6 chapters	4 chapters	1 chapters (onepager)
<b>Duration</b>	8 weeks	6 weeks	6 weeks
Newsletter placement <b>TextAd</b>	 8 x	 6 x	 6 x
SocialMedia placement <b>Posting</b>	 4 x	 2 x	
Portal placement <b>Banner</b>	✓ 100' PI		
	€ 34,500.00	€ 29,900.00	€ 16,500.00



## DIGITAL





### BACKGROUND KNOWLEDGE MEETS INDUSTRY PROFESSIONALS: A WHITE PAPER BRINGS CONTENT AND USER TOGETHER

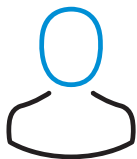
In a white paper beneficial content is processed as a digital online publication. The PDF is available for download on the online presence of the trade magazine and uses its range for generating leads.

**In addition to your white paper, choose your preference package of advertising means!**

## MEDIA PACKAGES

### ADVERTISING MEANS

	ULTIMATE	BASIC+
Expert editorial text + layout <b>Full service</b>	✓ Full service	Customer delivers PDF
Duration <b>Lead generation</b>	<b>8</b> weeks	<b>4</b> weeks
Newsletter placement <b>TextAd</b>	✓ 8 x	✓ 4 x
SocialMedia placement <b>Posting</b>	 4 x	 2 x
Startpage placement <b>Banner</b>	 100' PI	 50' PI
Clever Push <b>Notification</b>	✓ 1 x	✓ 1 x
<b>Price on request</b>		



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