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HOW TO GERMANY ONLINE FACT SHEET

- A comprehensive, popular website that contains the entire archives of *How To Germany* magazine as well as dozens of additional in-depth articles on other topics.
- Over 840,000 visitors logged on to the website in 2011. Visitation has been increasing at a dramatic pace since the website first went online in 1998.
- Contains a “Business/Services Directory” with necessary and useful addresses. It includes product and service suppliers as well as churches, clubs and organizations and other categories. The directory is searchable by category.
- Frequent updates on important topics as well as a quarterly newsletter are important features of the website.
- WWW.HOWTOGERMANY.COM normally ranks in the top five of Google and other search engine results for most topics related to Germany. It's Google Page Ranking is seven.
- Hundreds of sites link to HTG Online generating thousands of visitors.
- The reknowned Max-Planck Institute links to HTG under “living and working in Germany”.



There are a variety of advertising opportunities on the website. They include:

A **Basic Listing** in the website’s searchable database displays company or organization name, postal address, telephone and fax numbers.

A **Linked Listing** is the same, plus clickable hyperlinks to your e-mail address and website.

A **Featured Listing** offers all the benefits of a Linked Listing plus: boldface company/organization name; a 70-word description of your company/organization’s products and services; and your company/organization logo (or a small photograph).

A **Storefront**, which is independent of any listing in the searchable database, provides a hot button with company logo on the website’s home page linked to a separate display page about your company or organization, including a photograph and a 300-500 word description of its products and services. It’s like a mini-website.

There are three types of **Banner Ads** available. A **Top Banner** appears on all pages of the website. A **Right Column Banner** appears on the home page as well as on article pages with relevant content. It is normally placed directly below the Storefronts. The **Center On Page Banner** can appear on the Home Page as well as on article pages of content. It can be placed directly in a specific article as well. Location of the placement on the home page or in an article is normally in the top half of the content. The Banner Ads are linked directly to an advertiser's website.

RATES:

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|-----------------------------------|-------------------|
| Basic Listing (12 months)..... | €150 |
| Linked Listing (12 months) | €300 |
| Featured Listing (12 months)..... | €450 |
| Storefront (12 months)..... | €850 |
| Top Banner ad (12 months)..... | €2,500 |
| Right Column Banner | Contact publisher |
| Center Banner On Page | Contact publisher |

(Special Discounts are offered to non-profit institutions and other non-commercial organizations.)

MECHANICAL REQUIREMENTS:

- Top Banner: 234 x 60 pixels
- Right Column Banner: 240 pixels wide - height variable
- Center Banner On Page: 500 pixels wide - height variable
- Storefront buttons: 120 x 45 pixels
- Pictures and logos should be in GIF or JPEG format at a resolution of 72 pixels per inch.
- Linking URL and email addresses to be supplied in full.
- All information should be sent via email.