

International Trade Magazine for Specialists & Executives in the Leisure Business

Online Ads

Web banner on www.eap-magazin.de

200 x 80 px **150.00 Euros per month**

- Web banners should be submitted as swf-, gif-, jpg- or png-files
- Flash-files must contain the link. jpg-files must be available in RGB format.

Striking web banner in EAP Digital Reader:

1,240 x 170 px **200.00 Euros per month**

- The static web banner must be submitted as jpg- or png-file

Video feature:

640 x 360 px or up to a maximum file size of 720 x 480 px

400.00 Euros (single fee)

- Video placement on www.eap-magazin.de (starting page & subpages) for one month; afterwards permanent availability in EAP video gallery. In addition, the video placement includes a spot in a selected digital magazine issue of EAP.
- Videos should not be longer than 4 minutes. They must be submitted as mp4 files with H.264 codec
- We recommend a bit rate of 1,200 kBit/s

The screenshot shows the website interface with several sections:

- Header:** EURO Professional Online logo and navigation menu (Magazine, News, Events, Media Center, Contact Us).
- Main Content:**
 - Water Meets Wind:** Article about a new water slide concept.
 - Destination-Quality Dark Rides:** Article about innovative dark ride designs.
 - Aqualagon's Mega Funnel:** Article about a new water park slide.
- Right Sidebar:**
 - Search and Advanced Search options.
 - EURO Professional logo and subscription links (Subscribe Now, Order Current Issue Now).
 - Log in for Subscribers.
 - Advertisement for WhiteWater.
 - Advertisement for Resort Tested, Sily Approved.
 - Advertisement for Fun is in the Air.
 - Advertisement for Book Your Booth Now (9, 10, 11 APRIL 2014).
 - Advertisement for Advertising Briefing (April 3rd, 2014).

Handwritten blue annotations on the screenshot:

- YOUR BANNER?:** A blue arrow points to a banner area in the right sidebar.
- YOUR VIDEO?:** A blue arrow points to a video player area in the main content section.