

International Trade Magazine for Specialists & Executives in the Leisure Business

## Online Ads

Web banner on [www.eap-magazin.de](http://www.eap-magazin.de)

200 x 80 px **200.00 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 **150.00 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](http://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 AMUSEMENT logo, navigation menu (Magazine, News, Events, Media Center, Contact Us), and search bar.
- 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 information.
  - Log in for subscribers.
  - Advertisement for "RESORT TESTED" with "WHITewater" logo.
  - Advertisement for "FUN IS IN THE AIR" with "HEAT" logo.
  - Advertisement for "BOOK YOUR BOOTH NOW!" for "HALL 1 & 2" and "HALL 3 & 2.3" from APRIL 3rd, 2018.

Handwritten blue annotations:

- "YOUR BANNER?" pointing to the right sidebar advertisement area.
- "YOUR VIDEO?" pointing to the video player area in the "Destination-Quality Dark Rides" article.