



t-online.regional

With our online banner advertising “t-online regional”, you have the opportunity to display your advertising message across all devices on a regional city page on t-online.de (e.g. <https://www.t-online.de/region/koeln/>). Your advertisement will be displayed in a specially designed layout within the defined advertising period, depending on the booked insertions. Use the reach and brand environment of the news site t-online.de to place your advertising messages in a high-quality journalistic environment and thus increase your brand awareness. In this way, you can attract attention in your relevant target region, raise your profile and strengthen your brand.

t-online.regional service description

1. Services included in the advertising costs:

- ★ Consulting on the strategic design, creation and implementation of the banner advertising campaign in line with specified advertising objectives.
- ★ Creation of motifs/slogans/advertising ideas in general are the task of the customer.
- ★ Technical setup of the banner advertising campaign according to specifications
- ★ Technical display of the advertising material within the specified framework on the t-online Regional pages
- ★ Regular monitoring of campaign performance
- ★ Campaign adjustments if required
- ★ Personal support team/ personal contact person
- ★ Reporting of your campaign with data on impressions, clicks, distribution of banner sizes

2. Services included in the advertising material costs (if creation is booked by the customer):

- ★ Creation of a static advertising medium for desktop and mobile or
 - ★ Creation of animated advertising material for desktop and mobile or
 - ★ Creation of a static advertising medium for mobile or
 - ★ Creation of an animated advertising medium for mobile or
 - ★ If no advertising material is booked: Data acceptance and verification upon delivery of advertising material by the customer per banner set at the price stated in the order
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3. Packages

- ★ 1. Ads in the City
 - Desktop: Halfpage ad (300px x 600px) + Medium Rectangle (300px x 250px)
 - Mobile: Medium Rectangle (300px x 250px)
 - ★ 2. Big Banner
 - Desktop: Halfpage ad (300px x 600px) ODER Billboard (800px x 250px / 970px x 250px / 770px x 250px)
 - Mobile: Mobile Halfpage ad (300px x 600px)
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RegioHelden guarantees the contractually agreed number of ad impressions. Other conversions, such as sales, calls, emails, orders, downloads, etc., are not promised or guaranteed at any time.

Customer responsibilities:

- The customer must provide RegioHelden GmbH with all data and information necessary for the creation or, if the customer creates the advertising material, the delivery of the advertising material in good time and in full ("Customer responsibilities"). Immediately after conclusion of the contract, the customer shall receive a summary of the provision obligations/specifications applicable to their order and the deadlines for the transmission.
- If the creation of the advertising material by the customer has been agreed, the customer must deliver the advertising material to RegioHelden no later than 6 working days before the planned start of the campaign.
- If it has been agreed that RegioHelden will create the advertising material, the customer must provide RegioHelden GmbH with all the necessary information and materials (specifications) at least 10 working days before the planned start of the

campaign in the case of static advertising material and 18 working days before the planned start of the campaign in the case of animated advertising material.