



**We connect the world of business mobility**

# VDR-Website: intelligent, smart und mobile

The new website offers you numerous possibilities to present yourself with and about the VDR. Place your content in a targeted way: intelligent, smart and mobile.

## Benefit from our high-quality reach!

- 560 VDR member companies, 65% corporates
- 5,000 contacts in the business travel sector
- 4,300 contacts receive the newsletter VDR aktuell
  - Opening rate about 20%, click rate 13.4%

## New website based on the example of May 2019

- 65,866 page views
- 6,880 home page hits
- 1.277 Views "News & Media"
- 1,051 "The Association" calls

Tis your chance to present yourself as a competent partner in the world of business travel!



## Initiative and Native Advertising

The three-stage online campaign emphasizes the importance of business travel for Germany as a business location. The message is that providers in the business travel industry make it possible to travel safely with good hygiene and service concepts. With native advertising, content is placed on online pages. This allows reach and visibility to be increased. The articles are also indexed on Google, making the topics easier to find.

## Package

- Three mailings in the first half of the year
- Placements in ten portals of regional and national German daily and weekly media
- Additional marketing via VDR channels:
  - VDR-Newsroom, Newsletter VDR aktuell, social media: LinkedIn, Xing, Twitter and Facebook
- Detailed analyses
- Naming of your company in the ad text and logo placement
- Price: € 500 +VAT for three mailings



## Portals and their presentation

The ad will be published at the same time on the online portals of the following ten regional and national daily and weekly media:

- Berliner Morgenpost (Region: Berlin) → 87 Mio. Visits
  - Focus (Überregional) → 320 Mio. Visits
  - Braunschweiger Zeitungsverlag (Region: Niedersachsen) → 13 Mio. Visits
  - Hamburger Abendblatt (Region: Nord) → 11 Mio. Visits
  - Münchner Merkur (Region: Süd) → 127 Mio. Visits
  - Rheinische Post (Region: West) → 58 Mio. Visits
  - Süddeutsche Zeitung (Überregional) → 122 Mio. Visits
  - Tagesspiegel (Region: Ost) → 63 Mio. Visits
  - Thüringer Allgemeine (Region: Thüringen) → 10 Mio. Visits
  - WAZ (Region: NRW) → 16 Mio. Visits
- 2020 campaign: 8,000 press portal hits, 190 individual publications, 3,800 social media impressions

## Examples

The image displays three examples of native advertisements on different online portals. Each ad is titled 'Geschäftsreisen nach dem Lockdown: Vertrauen in die Maßnahmen Unternehmen und Anbieter' (Business travel after the lockdown: Trust in the measures of companies and providers). The ads feature a grid of logos for various travel and service providers, including meetago group, AirPlus, Atlas, Air France, Hertz, Sixt, and others. The VDR logo is prominently displayed in the center of each grid. The portals shown are ONLINE FOCUS, Berliner Morgenpost, and Süddeutsche Zeitung.

## VDR aktuell: Advertisement

- One edition includes a total of 4-5 articles
- Teaser: Logo or image 540 x 400 px, headline and text up to 200 characters including spaces
- Contentpage (optional): up to three images 540 x 400 px, about 1,500 characters
- Shipping: Tuesdays, every 14 days

› Price: € 1,000 + VAT

## VDR aktuell: Banner

- Banner 644 x 170 px
- Link to your offers or contentpage (optional): up to three images 540 x 400 px, about 1,500 characters
- Shipping: Tuesdays, every 14 days
- › Price: € 1,000 + VAT



## Advertisement

- Content box

- Logo or image 540 x 400 px
- Headline text up to 50 characters incl. spaces

- Contentpage

- Up to three images 540 x 400 px
- Subheadline: 100 characters incl. spaces
- Around 1,500 characters incl. spaces



VDR  
05.12.2018  
Zum Tag des Ehrenamts: Der VDR sagt "DANKEN"  
→ Mehr



BUNDES- UND EUROPAPOLITIK,  
FLUG, PRESSEMITTEILUNG  
26.11.2018  
VDR zieht Bilanz: Chaos-Monate im Luftverkehr belasten...  
→ Mehr



RECHT UND STEUERN, BUNDES- UND EUROPAPOLITIK  
26.11.2018  
BMF veröffentlicht neue Sachbezugswerte für 2019  
→ Mehr



VERANSTALTUNGEN,  
FACHHEMEN  
21.11.2018  
Gut 100 Teilnehmer: Forum Geschäftsreisen mit enormer...  
→ Mehr



VDR, DATEN UND INFORMATION,  
SICHERHEIT  
21.11.2018  
Linda Joana Hagen leitet VDR-Fachausschuss Sicherheit  
→ Mehr



VDR Akademie  
Ihr Weiterbildungsexperte für geschäftliche Mobilität  
AUS- UND WEITERBILDUNG  
14.11.2018  
Planen Sie jetzt Ihre persönliche Weiterbildung – Die...  
→ Mehr

## Combination start page & newsroom

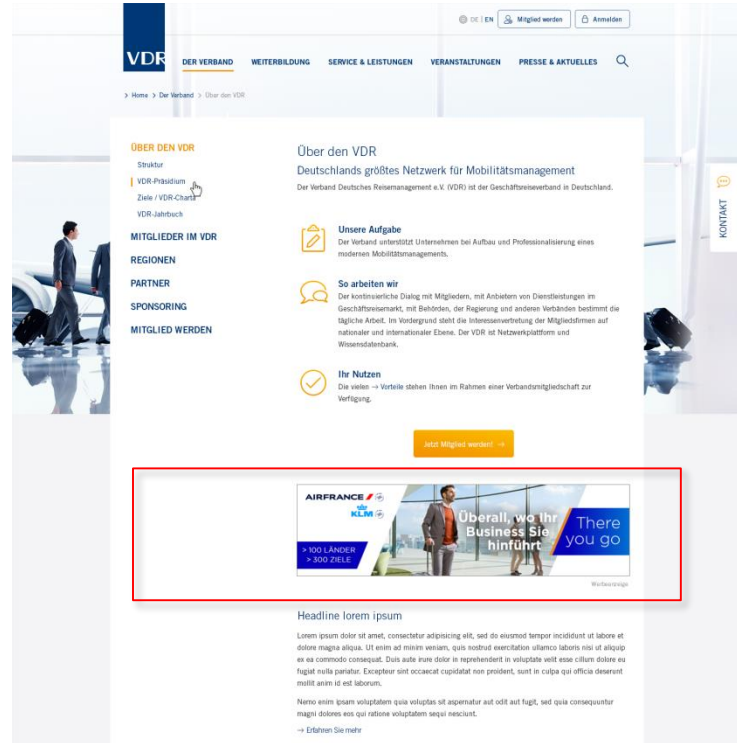
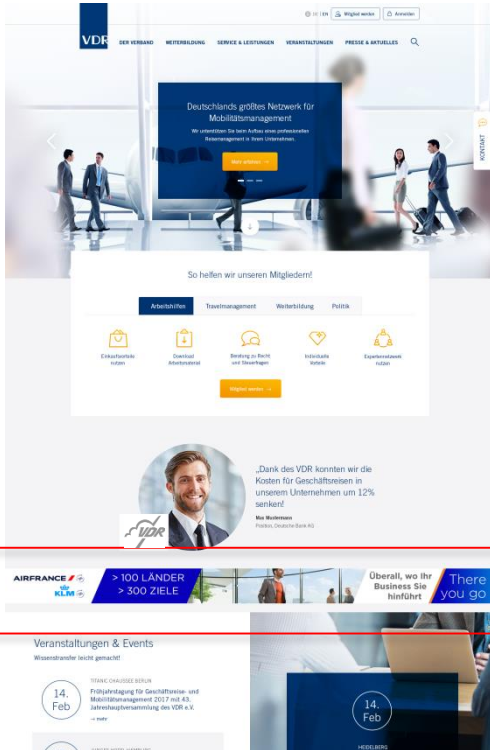
- Content box 1, 2 or 3:

- Prominent placement at [start page](#) next to VDR news
- Additional placement in [newsroom](#)
- Duration is one week
  - Price: € 1,500 + VAT

- Extension for a week

- Placement in [newsroom](#) in box 4, 5 or 6
  - Price: € 750 + VAT

# VDR Banner



## Banner strap at VDR home page

- Banner strap: 1680 x 120 px
- Visible on the home page
- Link to your offers
- Duration is two weeks

› Price: € 1,000 + VAT

## Banner at content page

- Banner: 825 x 200 px
- Individual placement at content pages
- Link to your offers
- Duration is four weeks

› Price: € 1,000 + VAT





## Overlay banner: Your message is above all!

Your banner always in the front!

This new advertising option appears on all VDR pages globally. No matter from which page the user enters the VDR, your banner is above the content of this page.

Of course, the banner is also linked and leads directly to your content when clicked. After a few seconds, the animation reduces your banner to a permanently visible call-to-action.

## Overlay banner

- Wide x high: 825 x 200 px
- Static or animated
- Visibility banner 5 sec., permanent call-to-action "More about your *logo*".
- Link to your offer
- Without competition - only one banner per placement time
- Running time two weeks, 2,000 entries on average/week
- Duration is one week
- › Initialization costs: one-time 500 Euro
- › Price: € 2,000 + VAT



# VDR-podcast: "...catches your ear and stays in your head!"

## Place your commercial break!

Every month we record a new podcast on the topic of business travel. Moderator Leif Ahrens talks to industry leaders, decision makers, travel managers, business travelers and other interesting personalities about current topics, trends and stories from (business) travel life. News and background information from the exciting world of business travel - presented in an informative and entertaining way. Around 3,500 page views, 1,700 listeners, 2,800 downloads.

<https://www.vdr-service.de/mediathek/geschaeftsreise-podcast>

## Package podcast

- Player of 20-30 sec.
  - mp3 format or our moderator reads out your message
- Placement at the beginning or on-the-run, the choice is yours!
- Marketing via
  - Newsletter VDR aktuell, social media: LinkedIn, Xing, Facebook
  - Listed in



› Price: € 1,000 + VAT /Podcast



# VDR-Academy Website: intelligent, smart und mobile

The VDR-Academy addresses both VDR-members and non-members in a targeted manner. Discover new target groups!

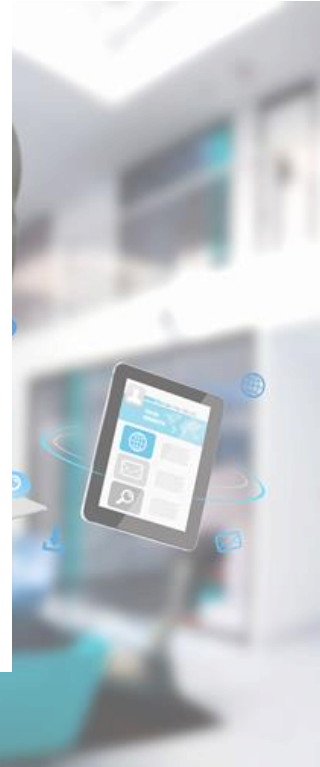
## Profit from our high-quality reach!

- 500 participants per year, 40 % non-VDR members and 80 % medium-sized enterprises
- 3,200 contacts receive the AcademyNews newsletter

## VDR-Academy website using May 2019 as an example

- 3,300 page views
- seminar program
  - 850 downloads
  - 500 printed copies: Direct dispatch and events

Reach the committed, interested and beginners of the business travel market via the VDR-Academy!





## Banner strap at academy home page

- Banner strap: 1680 x 120 px
  - Link to your offers
  - Duration is four weeks
- › Price: € 850 + VAT

## Banner at content page

- Banner: 825 x 200 px
  - Individual placement at content pages
  - Link to your offers
  - Duration is four weeks
- › Price: € 850 + VAT



## AcademyNews: Advertisement

- One edition includes a total of 4-5 articles
- Ad-construction: Logo or image 540 x 400 px, headline and text up to 200 characters including spaces
- Content: up to three images 540 x 400 px, about 1,000 characters
- Shipping approx. 4,000 contacts of the business travel world

› Price: € 500 + VAT

## AcademyNews: Banner

- Banner 644 x 170 px
- Shipping approx. 4,000 contacts of the business travel world
- Link to your offers

› Price: € 500 + VAT



## File Information Online and Print

Online format: Logo as RGB PNG (or JPG, GIF); Graphics/banners/images as RGB JPG (or PNG, GIF) file

Print format: EPS file (or high-resolution CMYK JPG file) and additionally as high-resolution RGB JPG file

## Contracting


The contract depends on the order of receipt. Should a sponsorship package not occur, you can decide whether you receive an alternative offer or withdraw from the sponsorship agreement. If already paid, your money will be refunded.

## Invoice

The invoicing is done usually no later than eight weeks prior to the program. All prices are in € (Euro) plus 19% VAT (at the time of press date).

## Cancellation conditions

A contract is concluded, as soon as you take one of the listed partner offers and received a confirmation. If not separately described in the respective package, 50% cancellation charges apply in case of cancellation upon receipt of confirmation, and up to eight weeks prior to the program. In case of cancellation less than eight weeks prior to the program, the entire sponsorship amount is payable.



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