News Zeitschriften & Apps Gütezeichenprüfung

Services

Die GFA

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Media Kit 2026

Price List No. 8, valid from 01.01.2026

GFA • Theodor-Heuss-Allee 17 • 53773 Hennef • Phone: +49 2242 872-130 • Email: anzeigen@dwa.de • Web: www.qfa-news.de

GFA-News.de

Specialist information on water, the economy and the environment

- 1 Page Views / Visits per Month: 2.723 / 1.246 (average 1-8/2025)
- 2 Booking Unit: 4 weeks / 1 month
- 3 Visibility:

A maximum of 3 advertising media rotate in one advertising space (Sponsored News without rotation, max. 1 Sponsored News per day)

4 Maximum banner file size:

if possible < 70 kB

Video files should be < 60 MB - optimized compression possible if necessary

- 5 Delivery of advertising material at least 1 week before the start date to anzeigen@dwa.de
- 6 Reports
 on request after the end of the campaign



7 Combination Discount:

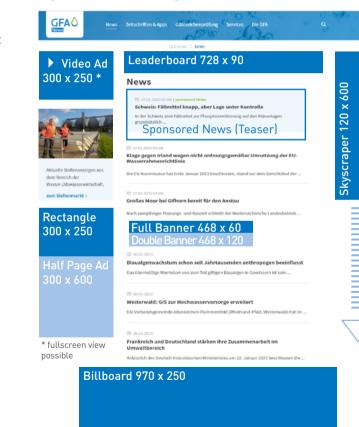
10% on GFA News when booking ads in our magazines KA or KW

8 Frequency Discount:

8 weeks: 5,0% 12 weeks: 7,5% 16 weeks: 10,0% 20 weeks: 15,0%

9 Placement Examples

Dimensions in pixels - schematic illustration



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10 Advertising Media, Formats and Prices

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Advertising Media	Formats Pixel BxH	File Types	Price/Monat	Details
Full Banner	468 x 60	jpg / gif / png *	300 €	the conventional banner - placement between the news ensures high involvement - mobile - newsletter placement can be booked additionally **
Double Banner	468 x 120	jpg / gif / png *	350 €	the classic banner with more space for your message - placement between the news ensures high involvement - mobile - newsletter placement can be booked additionally **
Leader Board	728 x 90	jpg / gif / png *	450 €	top placement at the top of the website, below the header and above the news - for guaranteed visibility - mobile - newsletter placement can be booked additionally **
Billboard	970 x 250	jpg / gif / png *	450 €	Large eye-catcher with plenty of space for your message and (animated) images, placed below the news at the bottom of the page
Skyscraper	120 x 600	jpg / gif / png *	400 €	well-established portrait format - placed to the right of the news - sticky: moves when scrolling - mobile for tablets
Wide Skyscraper	160 x 600	jpg / gif / png *	450 €	well-established portrait format with more space for your message - placed to the right of the news - sticky: moves when scrolling - mobile for tablets
Medium Rectangle	300 x 250	jpg / gif / png *	400 €	widespread advertising format - placement to the left of news - mobile
Half Page Ad	300 x 600	jpg / gif / png *	500 €	large and eye-catching portrait format - placement to the left of the news
Video Ad	300 x 250 (Fullscreen)	MP4 / WebM / URL	700 €	your image-, product- or project film placed prominently at the top left next to the news - video can also be played fullscreen - mobile
Sponsored News	max 3,500 charac- ters/image/URL	text file / jpg / png / URL	325 € per news	your product/company news in the news column - highlighted as sponsored news - up to 3,500 characters, image, URL, contact - mobile - editorial review in advance - max. 1 news/day

^{*} HTML or URL after examination

All prices plus statutory VAT. 15% AE when booking is made via an agency.

^{**} Additional placement in the fortnightly GFA newsletter bookable: Banner: 1x: plus 100 € - 2x: plus 200 € net Leaderboard: 1x 150 € - 2x 300 € net