

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.gfa-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


▶ Video Ad
300 x 250 *

Aktuelle Stellenanzeigen aus dem Bereich der Wasser-/Abwasserwirtschaft.
zum Stellenmarkt >

Rectangle
300 x 250

Half Page Ad
300 x 600

* fullscreen view possible

Leaderboard 728 x 90

News

27.01.2023 01:00 | Sponsored News

Schweiz: Fällmittel knapp, aber Lage unter Kontrolle

In der Schweiz sind Fällmittel zur Phosphorenerntung auf den Kläranlagen grundsätzlich ...

Sponsored News (Teaser)

27.01.2023 01:00

Klagen gegen Irland wegen nicht ordnungsgemäßer Umsetzung der EU-Wasserrahmenrichtlinie

Die EU-Kommission hat Ende Januar 2023 beschlossen, Irland vor dem Gerichtshof der ...

27.01.2023 01:00

Großes Moor bei Gifhorn bereit für den Anstau

Nach zweijähriger Planungs- und Bauzeit schließt der Niedersächsische Landesbetrieb ...

Full Banner 468 x 60

Double Banner 468 x 120

26.01.2023

Blaualgenwachstum schon seit Jahrtausenden anthropogen beeinflusst

Das übermäßige Wachstum von zum Teil giftigen Blaualgen in Gewässern ist kein ...

26.01.2023

Westerwald: GIS zur Hochwasservorsorge erweitert

Die Verbandsgemeinde Altenkirchen-Flammersfeld (Rheinland-Pfalz, Westerwald) hat im ...

26.01.2023

Frankreich und Deutschland stärken ihre Zusammenarbeit im Umweltbereich

Anlässlich des Deutsch-Französischen Ministerrates am 22. Januar 2023 beschließen die ...

Billboard 970 x 250

Skyscraper 120 x 600

Wide Skyscraper 160 x 600



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10 Advertising Media, Formats and Prices



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 characters/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