

Media Kit 2024

Price List No. 7, valid from 01.01.2024

GFA • Theodor-Heuss-Allee 17 • 53773 Hennef • Tel.: +49 2242 872-130 • Fax: +49 2242 872-151 • E-Mail: anzeigen@dwa.de • Internet: www.gfa-news.de

GFA-News.de

Specialist information on water, the economy and the environment

1 Page Views / Visits per Month:
3.280 / 2.254 (7/22-6/23)

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 < 50 kB
(video files preferably < 7 MB)

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 *



Rectangle
300 x 250

Half Page Ad
300 x 600

* fullscreen view possible

Leaderboard 728 x 90

News

27.01.2023 01:09 | Sponsored News

Schweiz: Fällmittel knapp, aber Lage unter Kontrolle
In der Schweiz sind Fällmittel zur Phosphorentfernung auf den Kläranlagen grundsätzlich...

Sponsored News (Teaser)

27.01.2023 01:09

Klage 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 01:09

Großes Moor bei Gifhorn bereit für den Anstau
Nach zweijähriger Planungs- und Bauzeit schließt der Niedersächsische Landesbetrieb ...

26.01.2023

Full Banner 468 x 60
Double Banner 468 x 120

26.01.2023

Blausalgenwachstum schon seit Jahrtausenden anthropogen beeinflusst
Das übermäßige Wachstum von zum Teil giftigen Blausalgen in Gewässern ist kein ...

26.01.2023

Frankreich und Deutschland stärken ihre Zusammenarbeit im Umweltbereich
Anlässlich des Deutsch-Französischen Ministerrates am 22. Januar 2023 beschlossen 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: 1 x plus 100€, 2x plus 200€ net