

Understand
Inform
→ Interact
Meet

TruckEurope.net



▶ WEBSITE
NEWSLETTER

▶ WWW.TRUCKEUROPE.NET
The website for decision makers in European transport management



▶ ADVERTISING RATES 2011

		HOMEPAGE	NEWS & TOOLS	OTHER PAGES
Banner	1 month	1 870 EUR	1 405 EUR	935 EUR
Skyscraper	1 month	1 870 EUR	1 405 EUR	935 EUR
Square	1 month	2 245 EUR	1 685 EUR	1 125 EUR
1/2 Square	1 month	1 235 EUR	925 EUR	620 EUR
Button	1 month	630 EUR	475 EUR	315 EUR

Tailor-made WEB solutions are available on request (take over, splash page, expand banner, overlay, vidéos, etc.)
Examples on <http://pubs.mmm.be> Rates excl. Production costs. Video production from 1.500 EUR on (excluding travel costs).

TECHNICAL DETAILS

Material delivery: one week before publication to the attention of Patricia Lavergne - plavergne@mmm.be
Format: only files in .gif, .jpeg or .swf (flash+html)
Production costs of the material are not included

Terms and conditions: our general terms and conditions of sale are available on www.truckeurope.net/advertising.
Cancellation: minimum 3 weeks before publication. The right to cancel an order or a request for an insertion automatically entails payment of 50% of the total amount due on this order or request.

▶ STATISTICS

	MMM CAMPAIGNS*	AVERAGE % / MARKET RATE**
Number of e-mails sent out	1 969	100%
Number of e-mails opened / Views	17,82%	16,11%
Newsletter Members	1 995	

* Source for all MMM statistics: Google Analytics, August 2010

** Source for the market rates: Journal du Net.com

MMM
Business Media
International

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Truckeuropa newsletter



WEBSITE

▶ NEWSLETTER

Your e-marketing tool to reach decision makers in European transport management



▶ **ADVERTISING RATES 2011**

NEWSLETTER

Banner	730 EUR
Square	875 EUR
Exclusive focus	1 250 EUR

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▶ **CALENDAR**

- 27/01/11 - 10/03/11 - 07/04/11 - 12/05/11 - 09/06/11
07/07/11 - 01/09/11 - 13/10/11 - 17/11/11 - 22/12/11

▶ **CONTACT**

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Rates available at www.truckeuropa.net/advertising



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