

Petrol  PLAZA

17/18

MEDIAPACK

News | Business | Events | Knowledge | Newsletter



Contents

Why advertise on PetrolPlaza?	4
All you need to know	6
Examples of banner formats	8
Rates and specifications	10
Wallpaper banner	10
Top banner (Big size)	10
Rectangle ad (Big size)	10
Skyscraper (Big size)	10
Banner Video upgrade	10
Middle size banner	12
Content ad	12
Side banner	12
Text ad	12
Mobile banner	12
Advertising packages	14
LIGHT package	14
SILVER package	16
GOLD package	17
DIAMOND package	18
PLATINUM package	19
Advertorials, listings and sponsoring	20
Supplier listing	20
Product & Company news	22
Case study	24
Technology corner	25
Event calendar	26
Networking	27
Sponsorship opportunities	28

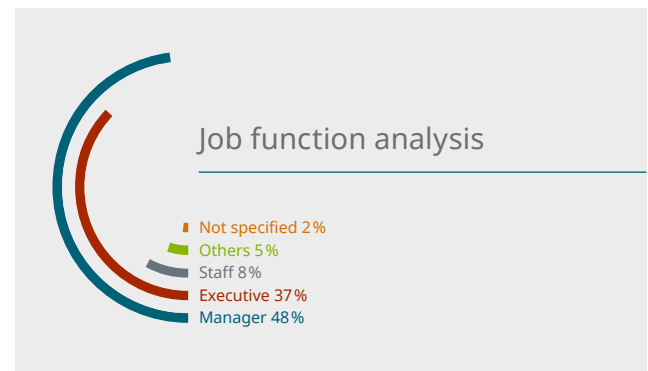
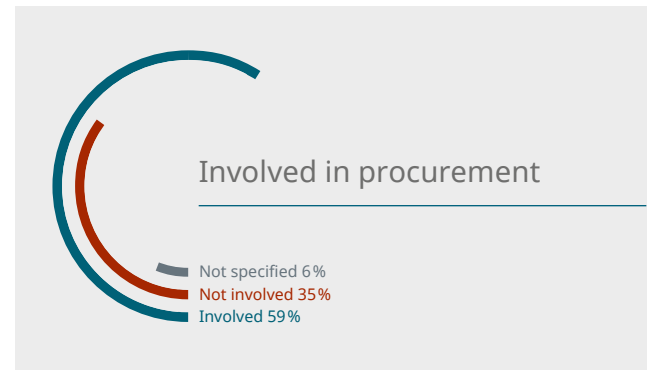
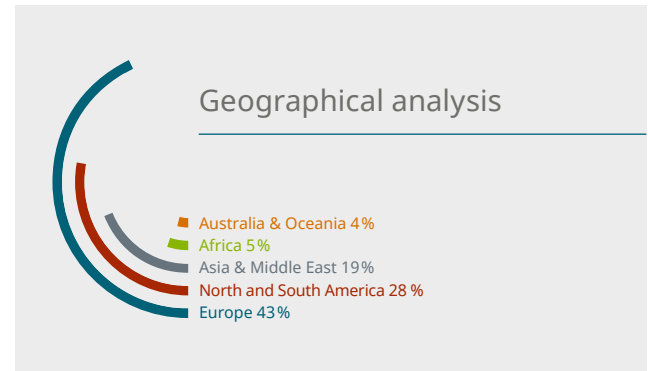
Why advertise on PetrolPlaza?

With a growing community, PetrolPlaza continues to be the No. 1 online information source for decision makers in the **petrol retailing, fuel logistics** and **car wash** markets. After going online in 1998, PetrolPlaza has built an excellent reputation amongst industry professionals across the world. Our readers include operators of petrol stations and private refueling facilities, fuel storage & transportation companies, car wash operators as well as equipment suppliers, importers & dealers, service providers, PMCs, oil companies, consultants & engineers, and others involved in the business.

A 24-hour platform where the word “global” has real meaning. Either in Beijing, Abu Dhabi, Madrid or San Francisco, someone is always online on PetrolPlaza – checking up the latest technologies, trends and products; browsing case studies and video reports; and searching for equipment suppliers and fuel retailers in our listings. PetrolPlaza readers come from over 200 countries: 43% from Europe, 28% from North and South America, 19% from Asia & Middle East, 5% from Africa and 4% from Australia & Oceania. Together, they constitute over 19,000 monthly site visits and almost 3,000 page impressions per day. Over 17,000 subscribers receive our free of charge weekly newsletters.

5 good reasons to advertise on PetrolPlaza

1. Access to highly qualified decision-makers
2. Strong international brand awareness
3. Effective and cost-efficient targeting of the sector
4. Exclusive editorial services for our advertisers
5. A wide range of options to meet specific budgets



All mentioned figures based on:
Google Analytics – evaluation period August 2016 – August 2017
Reader survey carried out in co-operation with the European
Business School in St. Gallen, Switzerland

All you need to know

Booking period and payment terms

- Most PetrolPlaza packages are booked for one year (52 weeks). Customized booking periods are possible.
- Banners on PetrolPlaza can be booked per week, starting on Monday (CET).
- Advertorials and listings can start on any day.
- All fees are payable in advance by bank transfer or credit card.

Banner positions

- Premium positions achieve the highest exposure. Premium pages are: portal page, news page and the Industry newsletter. Premium banners are limited and should be booked in advance.
- Random banners and videos move between all available menu sections. A high average display rate is secured for all random advertising, as positions will not be overbooked.
- Banners can be rescheduled on request (subject to availability).

Banner formats

- Newsletter banners must be static. All other banners can be static or animated.
- Acceptable banner formats: GIF, JPG, PNG, HTML5. Please note that Flash ads are not accepted, as they are blocked by modern browsers.
- Acceptable video formats: AVI, MP4 or YouTube link.
- Complete artwork for banners, logos and videos must be supplied in due time. See specifications on page 10-13.

Links and streaming

- PetrolPlaza banners can link to any external website or PetrolPlaza page. Special tracking links can be used on request.
- Big banners can also be linked to your YouTube videos with a necessary upgrade of your package. See details on page 10-13.

Upgrades for advertorials


- For all advertorials and listings a language or a video upgrade is available as an option.
- The cost of a video upgrade is 300€ and corresponds to one advertorial for package advertisers. Language upgrade costs ½ an advertorial or 150€.
- Video and language upgrades stay online as long as their original advertorial. For supplier profiles, an upgrade should be renewed every year. For articles, it is only published once and is shown even when the article is in the archive.
- A video and a text in another language for an upgrade shall be provided.

Statistics and design assistance

- Statistics of views and clicks are provided for all advertisers at the end of package period or earlier on request.
- Design assistance can be provided at 90€ per hour.
- Flat rate banner design is available on request.

Examples of banner formats

Website: Portal page




2 Top banner
 3 Rectangle ad
 4 Skyscraper
 8 Side banners

Newsletter



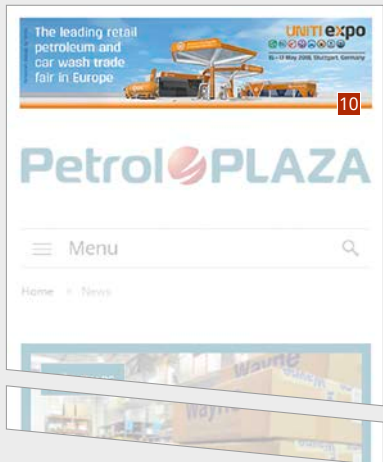
2 Top banner
 3 Rectangle ad
 7 Content ad
 9 Text ad

Website: Supplier listing



1 Wallpaper banner
 5 Banner with video upgrade
 6 Middle size banner

Mobile



10 Mobile banner

Rates and specifications

1 WALLPAPER BANNER*	horizontal	vertical
w x h in pixels	1010 x 90	160 x 600
max. file size	80 kB	90 kB

*Consist of two images - see the example



Position	Rates per week
random	300 €
premium	1000 €

2 TOP BANNER* (BIG SIZE)	newsletter	website
w x h in pixels	728 x 90	980 x 90
max. file size	70 kB	90 kB

*Top banner has different sizes on the website and in newsletter



Position	Rates per week
random	200 €
premium	700 €

3 RECTANGLE AD (BIG SIZE)	
w x h in pixels	300 x 250
max. file size	80 kB



Position	Rates per week
random	200 €
premium	700 €

4 SKYSCRAPER (BIG SIZE)	
w x h in pixels	160 x 600
max. file size	90 kB



Position	Rates per week
random	200 €
premium	700 €

5 BANNER VIDEO UPGRADE*	
Format	YouTube link

*For Wallpaper & Big size banners



Position	Rates per week
all	+ 100 €

Rates and specifications

6 MIDDLE SIZE BANNER

w x h in pixels	460 x 90
max. file size	60 kB



Position	Rates per week
random	120€
premium	360€

7 CONTENT AD*

w x h in pixels	120 x 60
max. file size	120 x 60
headline + copytext	30 + 65 characters

*Consists of image and text - see example



Position	Rates per week
random	90€
premium	270€

8 SIDE BANNER

w x h in pixels	120 x 60
max. file size	30 kB



Position	Rates per week
random	50€
premium	150€

9 TEXT AD

headline	36 characters
copytext	80 characters



Position	Rates per week
random	25€
premium	75€

10 MOBILE BANNER*

w x h in pixels	580 x 150
max. file size	90 kB

*Exclusive banner on top of all pages in the PetrolPlaza mobile version



Position	Rates per week
mobile	900€

LIGHT package

The LIGHT packages are designed for companies that would like to show a certain level of awareness in the market at a low price. The ads cannot be moved or exchanged during the package period, which saves us administration costs. This is why LIGHT packages are highly discounted and offer a very efficient use of limited budgets.

BRANDING package runs for a period of 52 weeks (1 year) and is perfect for smaller companies that do not want to miss the opportunity to advertise their brand and products on the leading industry portal.

PROMOTIONAL package suits companies looking to boost their advertising campaigns with online media support for a limited period of time. It runs for 26 weeks (6 months) and includes random as well as premium banners on the website and one advertorial, which can be used to upgrade the Supplier profile.

PRODUCT launch from PetrolPlaza has everything that you need for the powerful and effective launch of a new product in one single package. It includes a Product news article, premium advertising that creates awareness, as well as a couple of smaller banners to maintain interest.

BRANDING package

Banner size	position	weeks	rate	total
Big size banner	random	6	200€	1200€
Content ad	random	6	90€	540€
Side banner	random	20	50€	1000€
Text ad	random	20	25€	500€
Advertorials and upgrades		3	300€	900€
Total package value				4140€
LIGHT discount				-1640€
Total package price				2500€

PROMOTIONAL package

Banner size	position	weeks	rate	total
Big size banner	premium	3	700€	2100€
Big size banner	random	3	200€	600€
Side banner	premium	5	150€	750€
Text ad	random	15	25€	375€
Advertorial		1	300€	300€
Total package value				4125€
LIGHT discount				-1625€
Total package price				2500€

PRODUCT launch

Banner size	position	weeks	rate	total
Big size banner	premium	1	700€	700€
Content ad	newsletter	1	270€	270€
Content ad	random	3	90€	270€
Product news article		1	300€	300€
Total package value				1540€
LIGHT discount				-540€
Total package price				1000€

SILVER package

The SILVER package was specially developed for smaller companies and organisations, offering a cost-effective way of market communication and brand awareness throughout a period of one year.

Advantages

- The package runs for a period of 52 weeks
- Includes random Big size banners, Content ads, Side banners and Text ads
- The artwork can be exchanged anytime during the package period
- A detailed media plan is supplied

Please note: SILVER package does not include banners in the newsletter.

RATES

Banner size	position	weeks	rate	total
Big size banner	random	10	200€	2000€
Content ad	random	6	90€	540€
Side banner	random	20	50€	1000€
Text ad	random	16	25€	400€
Advertorials and upgrades		4	300€	1200€
Total package value				5140€
SILVER discount				-1540€
Total package price				3600€
Discounts for further upgrades				25%

GOLD package

The GOLD package is our best seller. It is a highly effective advertising package for companies that would like to have a strong online presence with minimum effort and at no great expense. GOLD offers a well-balanced range of services including premium banners, which allows advertisers to continuously show awareness and regularly inform about their products and services.

Advantages

- The package runs for a period of 52 weeks
- Contains premium and random banners, including banners in the newsletter
- Includes Big size banners, Middle size banners, Content ads, Side banners and Text ads
- The artwork can be exchanged anytime during the package period
- A detailed media plan is supplied
- Banners positions can be changed on request

RATES

Banner size	position	weeks	rate	total
Big size banner	premium	6	700€	4200€
Middle size banner	random	20	120€	2400€
Content ad	premium	6	270€	1620€
Content ad	random	10	90€	900€
Side banner	random	10	50€	500€
Advertorials and upgrades		6	300€	1800€
Total package value				11420€
GOLD discount				-4820€
Total package price				6600€
Discounts for further upgrades				35%

DIAMOND package

DIAMOND is a very powerful advertising package, particularly valuable for companies with ambitious marketing objectives. With the most prominent advertising formats and positions and a free choice of up to 8 advertorials, the DIAMOND package allows strong advertising campaigns with high market penetration.

Advantages

- The package runs for a period of 52 weeks
- Includes premium and random Wallpaper banners, Big size banners, Middle Size banners, Content ads, Side banners and Text ads, including banners in the newsletter
- Includes Video upgrades for your banners
- The artwork can be exchanged anytime during the package period
- A detailed media plan is supplied
- Banners positions can be changed on request

RATES

Banner size	position	weeks	rate	total
Wallpaper banner	premium	3	1000€	3000€
Big size banner	premium	8	700€	5600€
Big size banner	random	15	200€	3000€
Middle size banner	premium	8	360€	2880€
Middle size banner	random	15	120€	1800€
Content ad	premium	8	270€	2160€
Content ad	random	15	90€	1350€
Video upgrade		4	100€	400€
Advertorials and upgrades		8	300€	2400€
Total package value				22590€
DIAMOND discount				-10090€
Total package price				12500€
Discounts for further upgrades				45%

PLATINUM package

This is not only the most powerful PetrolPlaza marketing tool, but also the most flexible of all available packages. The package offers a comprehensive choice of PetrolPlaza services at a discounted rate of 50%.

PLATINUM package is perfect for global international companies with several brands and allows them to create highly effective and focused online communication campaigns. PLATINUM customers are constantly supported by our PetrolPlaza team and enjoy such exclusive benefits as interviews with top management, site visits and special promotion in social media on request.

Advantages

- The package runs for a period of 52 weeks
- Create your own package – choose between any banner formats and upgrades
- The artwork can be exchanged anytime during the package period
- A detailed media plan is supplied
- Banner positions can be changed on request
- Exclusive package – only available to four customers

RATES

Banner size	position	total
All banners	all positions	
All advertorials	all positions	
All upgrades	all positions	
Total package value		36000€
PLATINUM discount		-18000€
Total package price		18000€
Discounts for further upgrades		50%

Supplier listing

The PetrolPlaza Supplier listing includes all relevant suppliers of equipment and services in the fuel retailing, fuel logistics and car wash industries. Companies can be found by equipment and services category or by company name in alphabetical order.

Basic supplier profile

- Company description
- Company address and phone number
- Respective categorisation

The basic supplier profile is free of charge.

Premium supplier profile

- Your entry on top of the list
- Your logo and website link
- Full contact details with email address
- Contact form for potential requests
- Links to your other contents published on PetrolPlaza
- Listing in at least one newsletter issue

In addition to the basic features.

Subscription terms

- Premium supplier profiles are booked on subscription basis
- Subscriptions are payable in advance for one year
- Subscriptions can start on any day of the year
- If 6 weeks before the end of a subscription year no termination notice is received, an invoice will be issued for the next subscription year.

RATES

Premium supplier profile, 1 year	300€*
Video upgrade	300€*
Language upgrade	150€**

*For package customers, one advertorial

**For package customers, ½ an advertorial

SUPPLIER LISTING

- 1 Basic profile
- 2 Premium profile

PREMIUM SUPPLIER PROFILE

- 1 Description
- 2 Contact details
- 3 Video upgrade

Product & Company news

The PetrolPlaza News section is the ideal promotional platform for your new products, innovations and information about your company and business.

Product & Company news listings are placed next to the website's Industry News and, therefore, attract a high degree of attention. The most recent entry is always located on top of the list. In addition, each Product & Company news story is featured in the weekly newsletter.

A Product & Company news story stays online for 8 weeks. At the end of this booking period, the story will disappear from the news page but still remain available to readers in the PetrolPlaza archive, accessible through search and links.

Product & Company news articles

- Title and text (product description, company presentation, etc.) with no word limit
- Image gallery of up to 5 images
- Your company logo and website link
- Full contact details with email address
- Contact form for potential requests
- Links to your recent articles on PetrolPlaza
- Listing in one newsletter issue

RATES

Product or Company news, 8 weeks	300€*
Video upgrade	300€*
Language upgrade	150€**

*For package customers, one advertorial

**For package customers, ½ an advertorial

NEWS SECTION

- 1 Product news
- 2 Company news
- 3 Case study

PRODUCT NEWS

- 1 Text
- 2 Image gallery
- 3 Contact details

Case studies published in the PetrolPlaza Knowledge section demonstrate how products, systems and services work in practice. They can stay online on the website for up to 2 years. The most recent entry is always located at the top of the page. A short notice is also published for two weeks on the News page.

Case studies

- Title and text with no word limit
- Image gallery of up to 9 images
- Your company logo and website link
- Full contact details with email address
- Contact form for potential requests
- Links to your recent articles on PetrolPlaza
- Listing in one newsletter issue

RATES

Case study, 2 years	300€*
Video upgrade	300€*
Language upgrade	150€**

*For package customers, one advertorial

**For package customers, ½ an advertorial

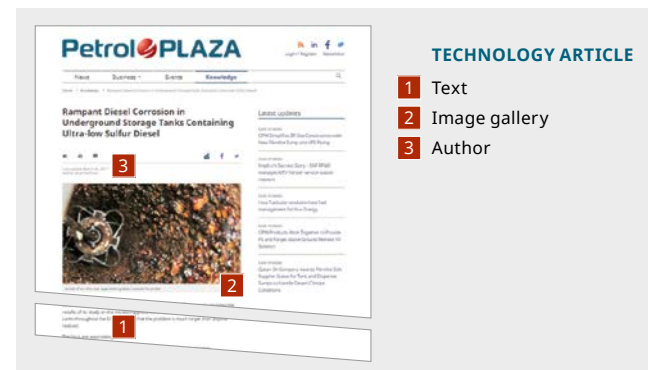
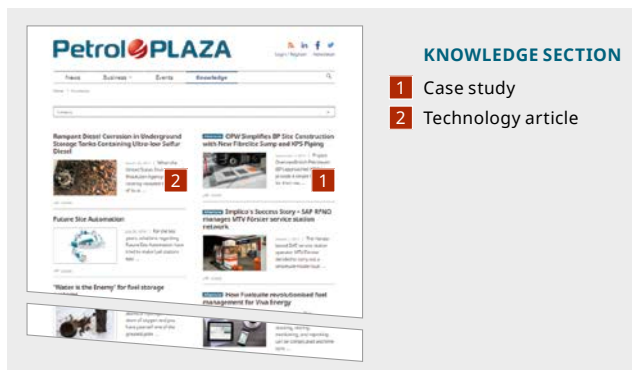
Technology articles, which share the Knowledge section with Case studies, address expert readers such as engineers and technical procurement professionals and should explain how particular technologies and procedures work, and what the benefits of their implementation are.

Technology corner is a perfect opportunity to demonstrate your expertise on PetrolPlaza. We offer you this platform to share your experience and earn the respect of industry peers.

The subject of technology articles needs to be agreed with our editor beforehand; all contents require editorial approval. The publication is free of charge but promotional contents are not allowed.

Technology articles

- Title and text with no word limit
- Image or video gallery
- Name and company of the author and a short biography
- Comment field
- Listing in one newsletter issue



PetrolPlaza lists relevant industry events free of charge in its event calendar. A basic event profile includes event name, description, date, location, and comment field.

A premium event profile can be booked in order to increase brand awareness and get feedback from interested visitors. In addition to the basic features, a premium event profile includes:

- Event logo and website link
- Full contact details, including contact person
- Contact form for potential requests
- Venue address with map
- Listing in at least one newsletter issue

Price per one premium profile – 300€.

Our event partners get a premium listing for free in exchange for other promotional services. Please note that not all events listed are eligible for a media partnership.

PetrolPlaza Business Networking section lists important industry players and stakeholders, owners, executive directors and managers involved in the retail petroleum, logistics and car wash business. Each profile is subject of validation.

A networking listing can be created free of charge when registering on PetrolPlaza or afterwards by sending your contact details to the PetrolPlaza team. It includes:

- Your name and photo (90 x 90 pixel)
- Current position and employer
- Contact links of your choice: email, LinkedIn, Twitter, Facebook or XING

Do not miss your chance to become a part of the global PetrolPlaza community!

The screenshot shows a detailed event profile on the PetrolPlaza website. The event title is 'Oil&NOIL - S&TC 2017'. The profile includes a contact form with fields for name, email, phone, and website. A map shows the event location. Red numbered callouts highlight key features: 1. Event logo, 2. Description, 3. Contact details, and 4. Map.

EVENT PREMIUM PROFILE

- 1 Event logo
- 2 Description
- 3 Contact details
- 4 Map

The screenshot displays the Business Networking section of the PetrolPlaza website. It features a list of user profiles, each with a photo, name, and current position. Red numbered callouts highlight: 1. Profile and 2. Contact per email.

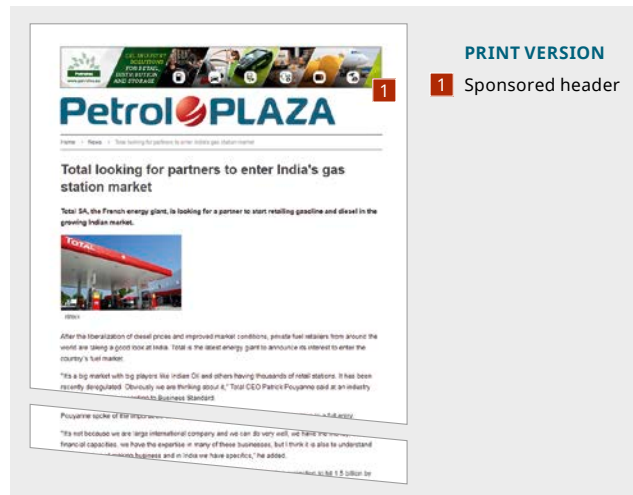
NETWORKING SECTION

- 1 Profile
- 2 Contact per email

Sponsorship opportunities

Print sponsorship

Printed articles on PetrolPlaza can be sponsored on a monthly basis. This exclusive sponsorship guarantees you a huge increase in awareness through a high number of views and premium placement of your header on top of the printed page.



The image shows a screenshot of a PetrolPlaza article. At the top, there is a banner with the text "GREEN FUEL" and "SUSTAINABLE FUTURE". Below the banner is the PetrolPlaza logo. A red box with the number "1" is placed over the article title. To the right of the article, there is a red box with the number "1" and the text "Sponsored header".

PRINT VERSION

1 Sponsored header

Event sponsorship

The editorial coverage of the most important industry events can be sponsored by any participating company. Event sponsorship comprises an exclusive Top banner in Special Event newsletter(s) and special mentioning in event video reviews.

For each event, there is only one sponsoring position available. It is booked on a first come, first served basis.

RATES

Print sponsorship, 1 month	1000 €
Audio sponsorship, 3 months	1000 €
Event sponsorship, 1 event*	On request

*Price depends on the scope of sponsoring and the event in question

Audio sponsorship

For greater convenience, all PetrolPlaza contents are also available as audio streams. This innovative offer can be exclusively sponsored with a 150-character text that will be added at the start of every audio stream. For example:

“This PetrolPlaza audio version is presented to you by [Company]. [Company slogan].”

For all enquiries and bookings, please contact the team:



Katerina Sukhova

Account & Communications Manager

Phone: +49 7721 9830 61

Email: katerina.s@com-a-tec.de

English, German, Russian & French spoken



Nadine Wendt

Event & Management Assistant

Phone: +49 7721 9830 63

Email: nadine.w@com-a-tec.de

English, German, Spanish & Portuguese spoken



Oscar Smith Diamante

Editor

Email: oscar.s@com-a-tec.de

English & Spanish spoken



Who stands behind PetrolPlaza?

PetrolPlaza is operated by com-a-tec GmbH, a B2B communications agency actively involved in the retail petroleum and car wash business and a co-organiser of the leading European trade fair UNITI expo.

© **PetrolPlaza** | **Alterations reserved**

contact@petrolplaza.com

www.petrolplaza.com