myTischtennis.de & click-TT

Rate card 2017, 31.12.2016

More table tennis is just not possible

With this unique combination you can reach virtually every table tennis player in Germany and there are a lot: Around 86% of all Germans already had a table tennis racket at least once in their hands. The recreational, club and professional players meet on these platforms to learn everything from the world of sport and to exchange themselves. Since the launch on the 02/10/2010 myTischtennis.de took a rapid development. Meanwhile more than 130.000 players are registered and they become more every day. Through the mix of editing and community the page reached another increase in visits in 2016: more than 1,2 Mio. (2016, google-analytics).

- mytischtennis.de (portal & community)
  - 190.000 unique user per month (Nov. 2016).
  - 40 Mio. page impressions in 2016 (google analytics).
  - Over 220 million page impressions together with click-TT in 2016.

myTischtennis.de

Portal

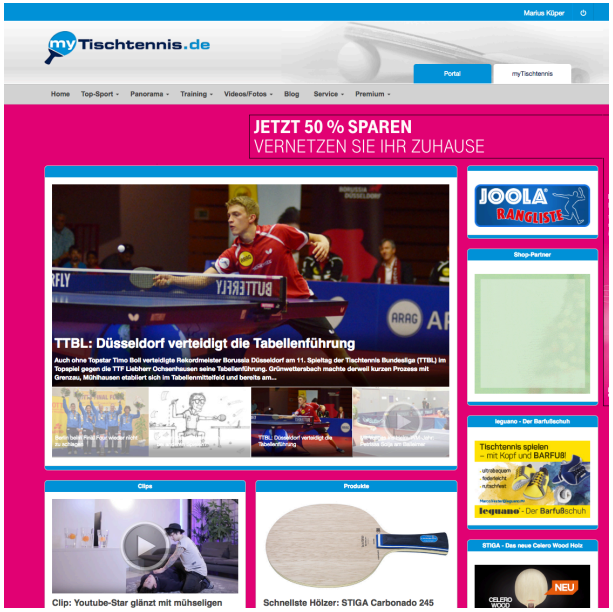


Table tennis players and enthusiasts will find everything related to the sport of table tennis here. Whether editorial content, national or international, training tips or a potpourri from the world of sports.

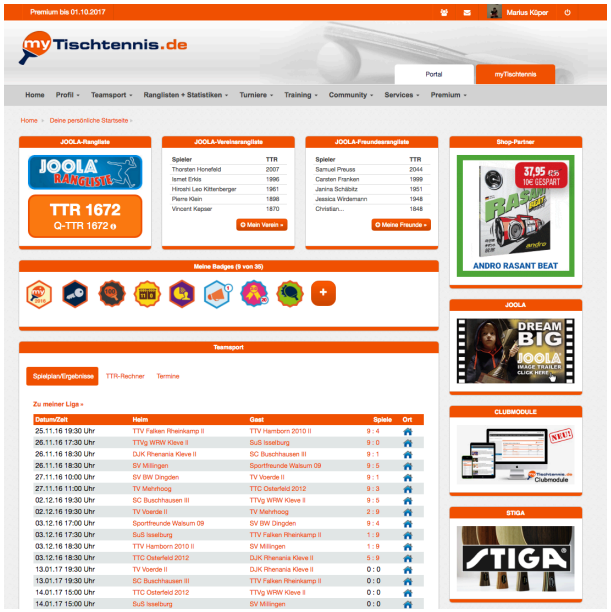
- 190.000 unique user per month (AGOF Internet Facts 2014-08)
- Coverage rotation with Click-TT und the community
- 8,5 million page impressions in 2016

- Banner: 270px x 150px

Price: 250,-€

myTischtennis.de

Community



The community is the absolute must for every table tennis player. Here he can pursue his services according to the TTR-value, view personal statistics and compare himself with regional and nation wide players. With the relaunch to the season of 2013/2014 the interactivity will be expanded. Even more individual statistics provide a regular return of the user.

- Over 130.000 contacts in the portal (selectable after age, region, sex etc.)
- Coverage rotation with Click-TT and the portal
- 31 million page impressions in 2016
    - Display ads, sponsoring und newsletter bookable

- Banner: 270px x 150px

Price: 300,-€ pro Monat

myTischtennis.de

click-TT

If you are quickly looking for a score, dates or alike you are right on the Click-TT pages, as the results of the season are summarized there. The classic information pages consist of statistics, tables and game plans and provide a high frequency without comprehensive editorial.

- 220 million page impressions in 2016.
- Perfect for a coverage –booking in combination with the community and the editorial portal myTischtennis.de
- Leaderboard and skyscraper are bookable as standard advertising media in the overall rotation (Click-TT, myTischtennis.de portal and community).

Price: on request

Target Group

Sex:	9 % women, 91 % men
Age:	65 % between 20 and 59 years old.
Interest:	75 % of the myTischtennis users receive the weekly newsletter (ca.65,000)
Spending capacity*:	65 % are main income earners. Approx. 83 % dispose over a net income of at least € 2,500 per household
Education*:	Approx. 74 % visited at least a secondary school

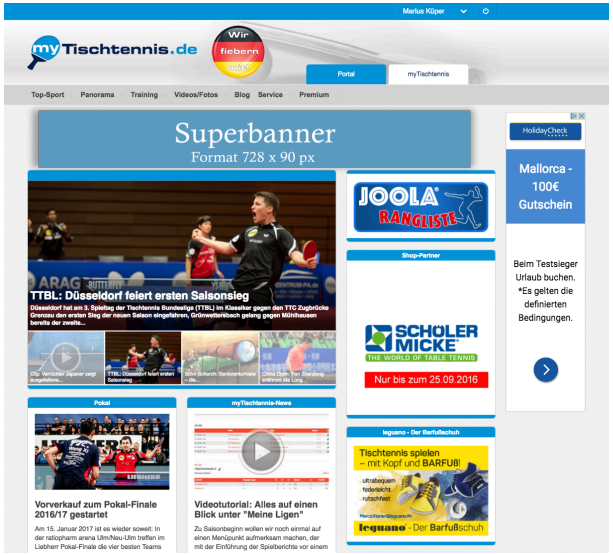
myTischtennis.de

* 14% are 14 to 19 years old and thus cannot fulfil the criteria spending capacity and education.

Display advertisting

myTischtennis.de

Superbanner



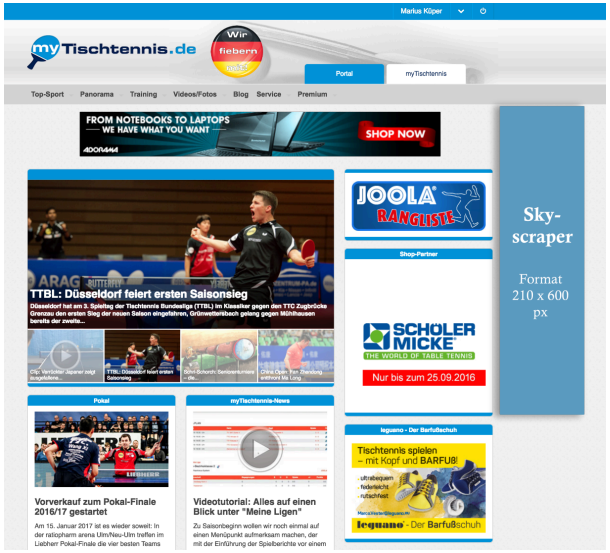
The leaderboard is played out centrally and can use - in addition to the classic of 728 x 90 px - also the entire width of the site. This form of advertising attracts special attention due to its exclusive position above the header.

- Playout on myTischtennis.de (portal, community) as well as on the Click-TT pages possible, position on Click-TT pages below the header
- Bookable special options*:
  - Category placement
  - Targeting
  - Background coloration (not on the Click-TT pages)
  - Pushdown Ad: pushes the page for 7 seconds down

Format (w x h):	max. 35 KB
	min. 728, max. 970 x 90 px
Pushdown Ad:	min. 728, max. 970 x 200 px open
CPM:	On request

myTischtennis.de

Skyscraper



Skyscrapers are advertising spaces positioned to the right of the content, that can vertically run down the entire height of the screen. The format accompanies users as they read the page without disturbing them.

- Playout on myTischtennis.de (portal, community) as well as on the Click-TT pages possible.
- Bookable special options*:
  - Category placement
  - Targeting
  - Background coloration
  - Expandable or sticky version possible.

Format (w x h):	max. 35 KB
	120, 160 or 200 x 600 px
expandable:	max. 400 x 600 px
CPM:	On request

Wallpaper

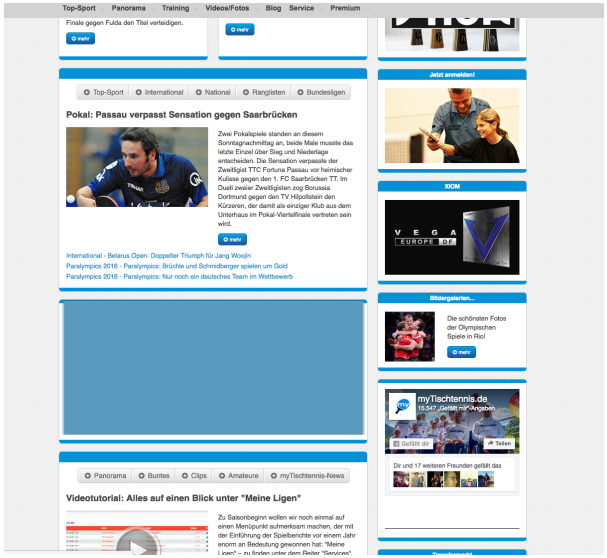
The classic ad form for any branding campaign. The two established standards leaderboard and skyscraper produce an eye-catching border around the website when combined (playout right-aligned).

- Playout on myTischtennis.de (portal and community)
- Bookable special options*:
  - Category placement
  - Targeting
  - Background coloration
  - Expandable version

Format (w x h):	max. 70 KB
top:	min. 728, max. 970 x 90 px
right:	120, 160 oder 200 x 600 px
expandable:	max. 400 x 600 px
CPM:	On request

myTischtennis.de

Medium Rectangle



Medium Rectangles are similar to 'island' ads in print media. They are placed within the editorial content of the site and are bordered by it on at least three sides. Integrating the message into the site content achieves an excellent exposure.

- Playout on myTischtennis.de (portal) possible.
- Bookable special options*:
  - Category placement
  - Targeting
  - Expandable version

Format (w x h):	max. 35 KB
	300 x 250 px
Expandable:	max. 400 x 400 px
CPM:	On request

myTischtennis.de

Other advertising measures

myTischtennis.de

Advertising-based editorial

The editorial teaser is integrated prominently for one week in the content (within a section of the portal such as training, panorama etc. not home or top-sport) and is perceived more as "content" rather than advertising, despite the advertisement identifier "promotion".

- Direct linking to customer's page (pop up)
- Archiving of the article (i.e. it remains still visible, but slips further back)
- Extension to the section top-sport or home possible

Price: 250,-€

myTischtennis.de

Presenting und Sponsoring

- In addition to the ad standards you have the possibility to present categories, services, blogs or articles such as competitions, puzzles, statistics, galleries, news, tournament specials etc.
- Even an own customer's section, page, blog etc. is possible - ideally suited for product pages, tournament series, etc.
- In addition to the presenting of professional tournaments we are happy to help the customer with the advertising and reporting of an own series, a tournament or a corporate team such as with editing, advertising, own subpages, own evaluation etc.
- Presenting-surfaces in the community (230 x 150 px) in combination with sponsoring or stand-alone-newsletters possible (selectable)

myTischtennis.de

Newsletter

myTischtennis.de has a large portfolio of newsletter subscribers who have also signed up for the partner newsletter in addition to the editorial newsletter. The community also offers a selection of target groups by region, age, sex etc.

- High opening rates from 20 – 30 %
- Nearly 65.000 users have signed up for the my-Tischtennis.de newsletter, the myTischtennis.de special newsletter (stand-alone) or „TT-equipment“

Price:

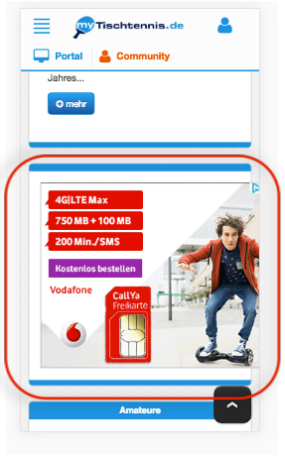
Banner Ad small (190 x 240 px): 250.00 €
Banner Ad big (410 x 220 px) : 400.00 €

Stand-alone (in total): 1.500.00 €

myTischtennis.de

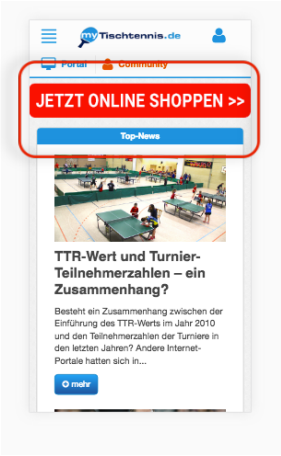
Mobile advertising

Mobile Rectangle



Format: 300x250 px

Mobile Banner



Format: 320x50 px

Mobile Interstitial

Format: 320x480 px
(GIF, JPG, Iframe)

Price: on request

myTischtennis.de

Your Contacts

Advertisement & Sponsoring

myTischtennis
Grafenberger Allee 277 – 287
40237 Düsseldorf

Jochen Lang
Managing Director
Phone: 0211 / 913 486-07
Email: jochen.lang@mytischtennis.de

Marius Küper
Marketing-Manager
Phone.: 0211/91348607
Email: marius.kueper@mytischtennis.de

For agencies

Salesmanagement
Phone: 040 / 40 300 908 - 80
Email: Sales@quartermedia.de

Crosslinking with Golf.de / mygolf.de

Philipp Keppeler (deutsche golf online)
Sales & Marketing Manager
Phone: 089 / 340 77 17-273
Email: philipp.keppeler@golf.de

myTischtennis.de