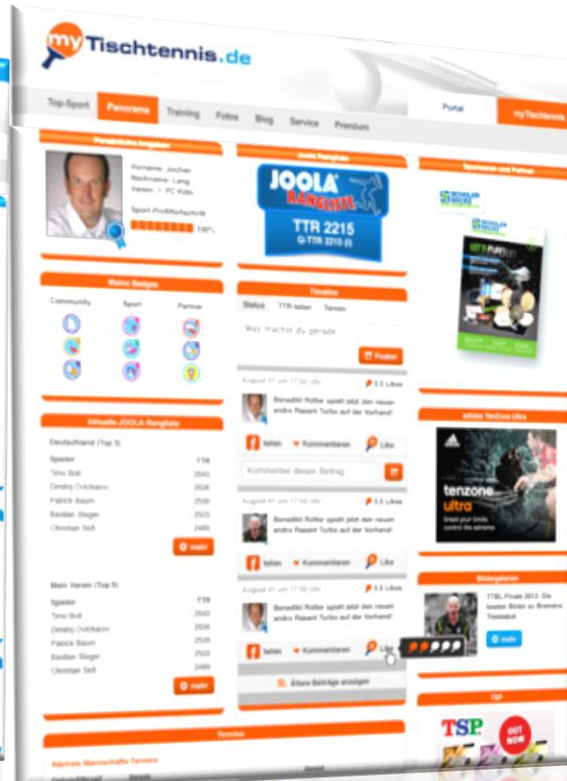
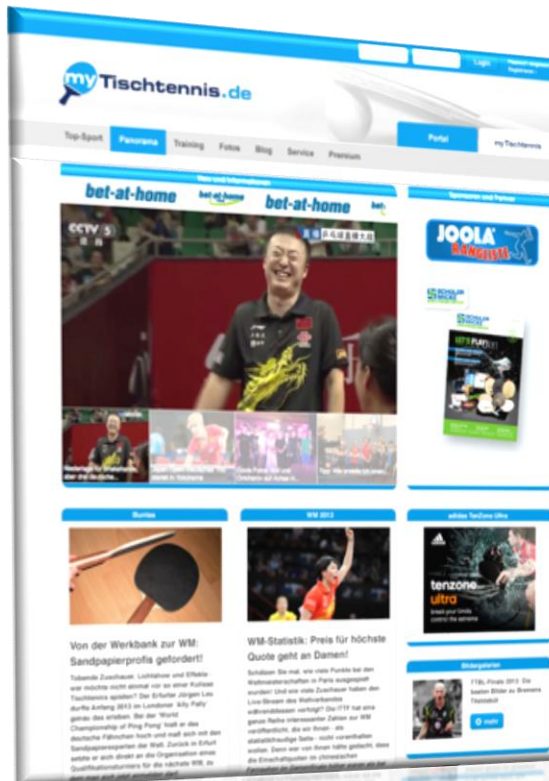


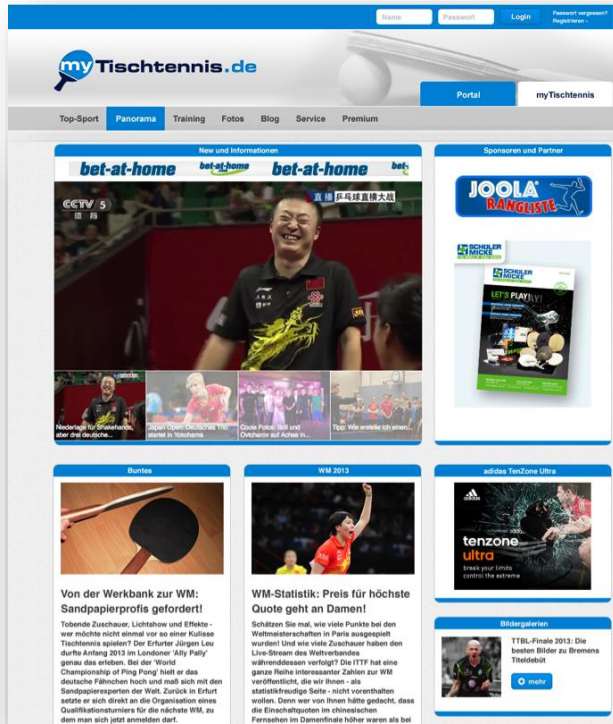
myTischtennis.de and Click-TT

Rate Card 2015 (Updated 07/2015)



myTischtennis.de and Click-TT

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 120.000 players are registered and they become more every day. Through the mix of editing and community the page reached more than 1,2 million Users in 2015 (1/2016 google-analytics).

- myTischtennis.de (portal and community)
 - 190.000 unique user per month (AGOF Internet Facts 2014-08)
 - Approx. 40 million page impressions in 2015 (IVW 03/2015)
 - Over 260 million page impressions together with Click-TT in 2015 (IVW 2015)

The Portal

The nr. 1 in table tennis.

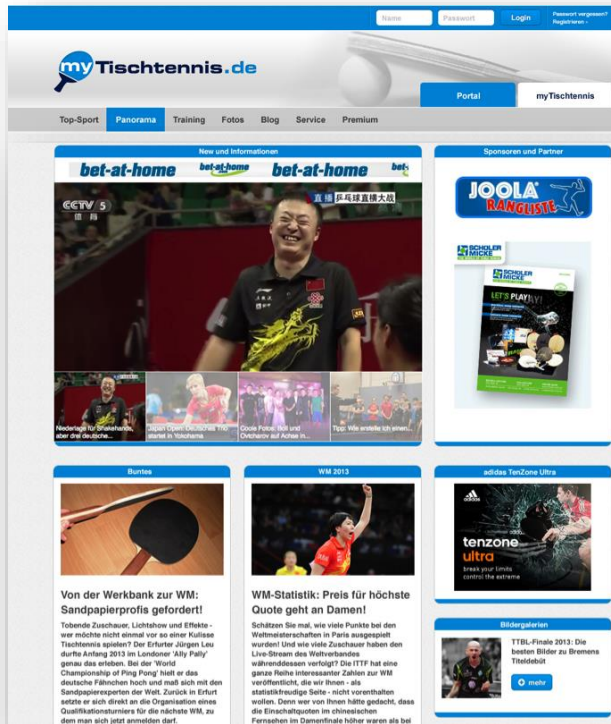


Table tennis players and enthusiasts will find everything related to the sport of table tennis here. Whether editorial content, national or international, training tips or a potpourri from the world of sports.

- 190.000 unique user per month (AGOF Internet Facts 2014-08)
- 9 million page impressions in 2014 (portal)
- Coverage rotation with Click-TT und the community
- Also bookable as sport rotation or selected community booking with Golf.de or mygolf.de
- Display ads, sponsoring und newsletter bookable

The Community

Where players meet fans.

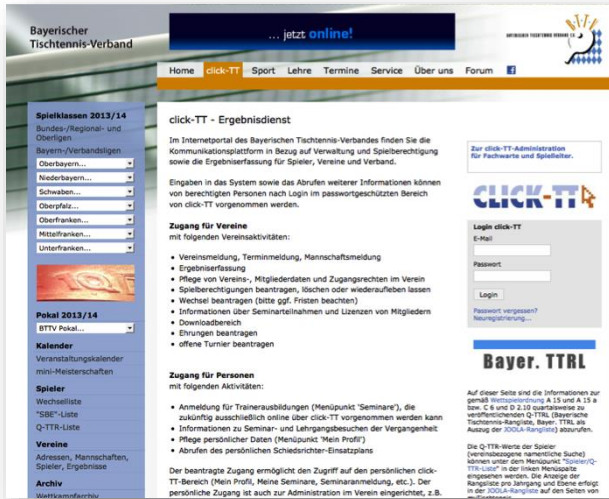


The community is the absolute must for every table tennis player. Here he can pursue his services according to the TTR-value, view personal statistics and compare himself with regional and nation wide players. With the relaunch to the season of 2013/2014 the interactivity will be expanded. Even more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

- Over 120.000 contacts in the portal (selectable after age, region, sex etc.)
- 30 million page impressions in 2015
- Coverage rotation with Click-TT and the portal
- Also bookable as sport rotation or selected community booking with Golf.de or mygolf.de
- Display ads, sponsoring und newsletter bookable

Click-TT

Perfect for coverage bookings.



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 2015 (Intern data and IVW)
- 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).

Target Group

Our users are male, sociable and young.

Source AGOF 2014-08



Sex: 9 % women, 91 % men

Age: 65 % between 20 and 59 years old.

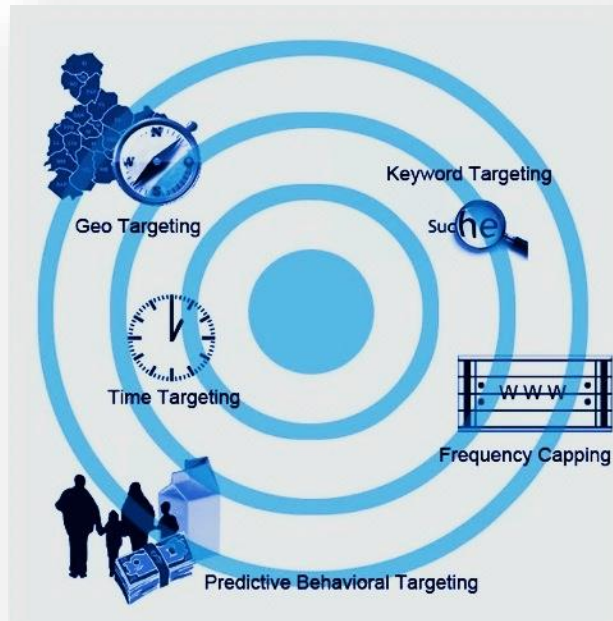
Interest: 75 % of the myTischtennis users receive the weekly newsletter (ca.75,000)

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

Targeting

Target group-specific advertising.



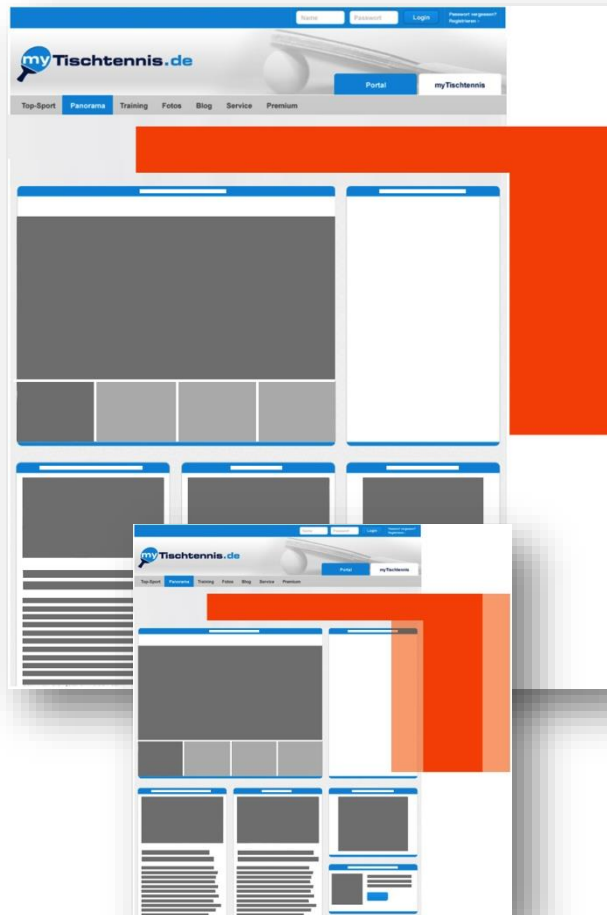
Targeting means managing advertising towards the target group(s) to optimise advertising success and minimise coverage waste. At the same time, users feel being addressed better and receiving good customer service. Mytischtennis therefore is keen to adapt and further develop its content to meet the specific needs of users and customers.

- Coverage within the target group is maximised by target group-specific addressing and not just according to terminal devices
- Reduction in scattering losses
- Improved effects of advertising
- Ability to address target groups directly

CPM: 5.00 surcharge on the booked format

Wallpaper

Effective eye-catcher.



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):

top:

right:

expandable:

CPM:

max. 70 KB

min. 728, max. 970 x 90 px

120, 160 oder 200 x 600 px

max. 400 x 600 px

on request

Leaderboard

At first sight.



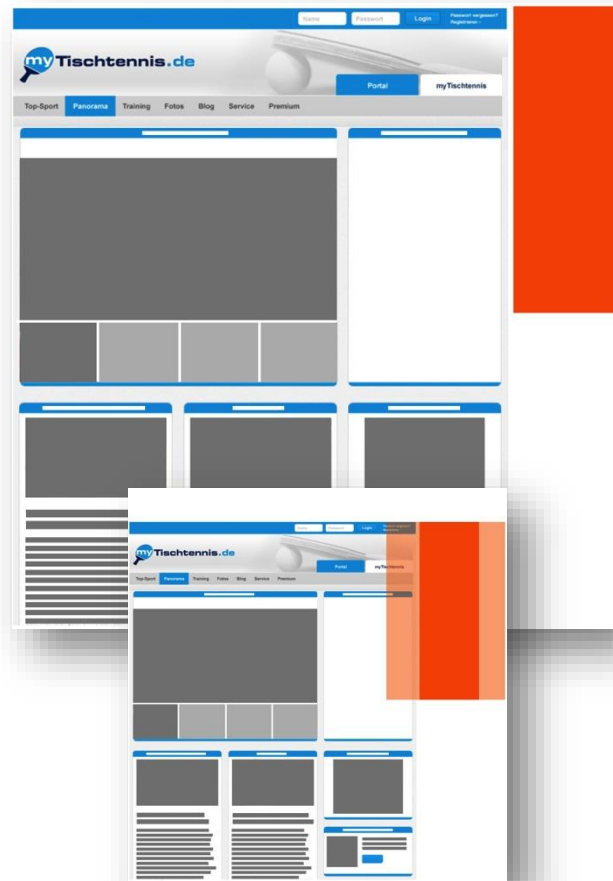
The leaderboard is played out centrally and can use - in addition to the classic of 728 x 90 px - also the entire width of the site. This form of advertising attracts special attention due to its exclusive position above the header.

- Payout 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

Skyscraper

Tall format – high level of effect.



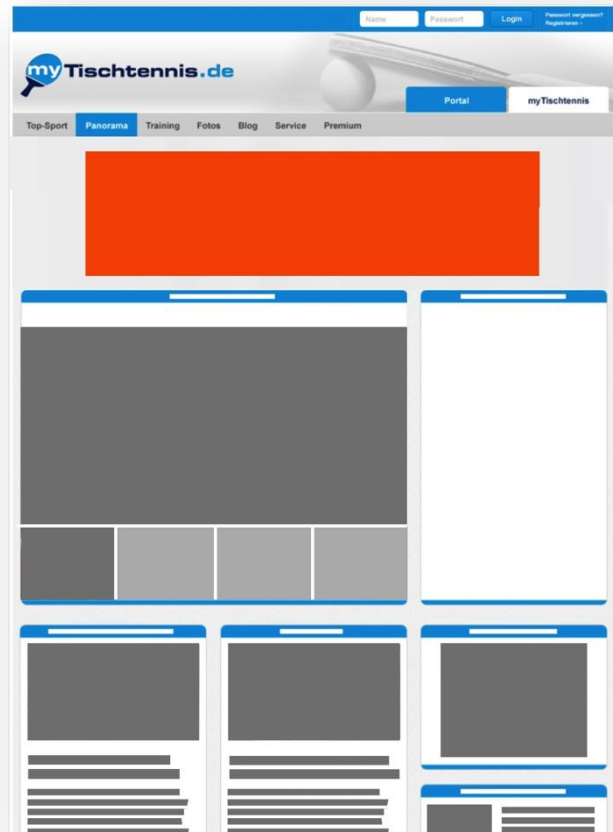
Skyscrapers are advertising spaces positioned to the right of the content, that can vertically run down the entire height of the screen. The format accompanies users as they read the page without disturbing them.

- Payout 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 min. 120, max. 200 x 600 px
Expandable	max. 400 x 600 px
CPM:	on request

Billboard

Your online advertising poster.



This expressive format opens up a variety of different options. There are simply no limits to your creativity, whether you are using graphics, films or interactive "elements". The advertising message is supported by its ideal positioning in the user's direct field of view – between the navigation and content.

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

Format (w x h):	max. 80 KB min. 728, max. 970 x 200 px
CPM:	on request

Ad Bundle

Three Ads – one price.



If you give us three different ads, that we place alternately on space availability (not common) you can benefit from this special. We have more options and you receive your required presence at a top price.

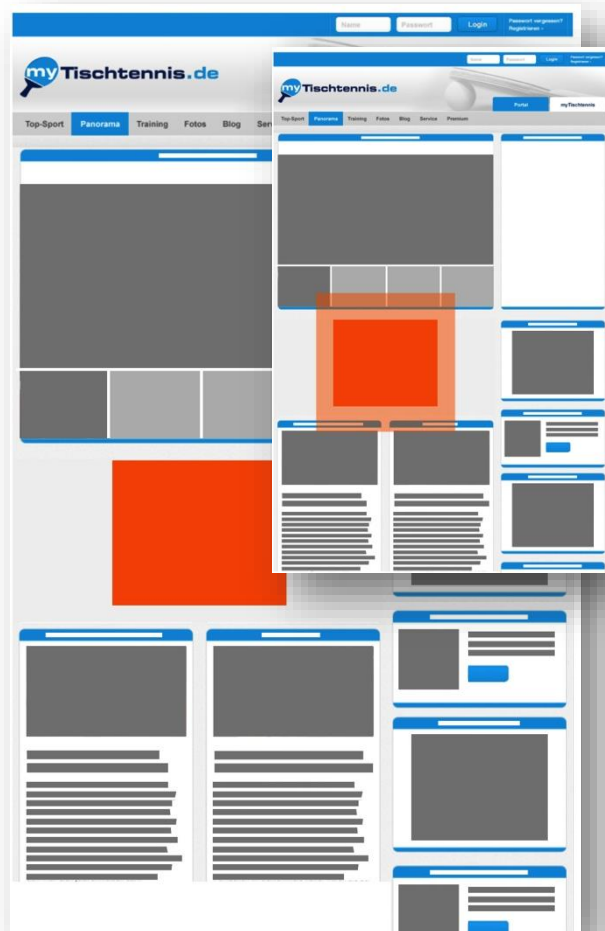
- Payout on myTischtennis.de (portal and community)
- Bookable special options*:
 - Category placement
 - Targeting

Format (w x h):	max. 35 KB per ad
Leaderboard	728 x 90 px
Skyscraper	160 x 600 px
Medium Rectangle	300 x 250 px
CPM:	on request



Medium Rectangle

Right in the middle instead of just being there.



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.

- Layout 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

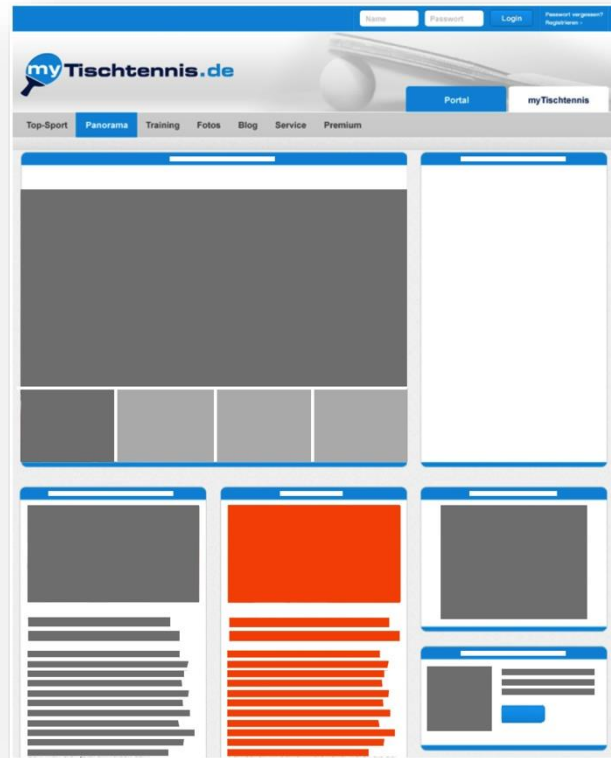
max. 400 x 400 px, max. 45 KB

CPM:

on request

Editorial Teaser

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: 250.00 €

Surcharge: 250.00 € (Expansion on top-sport or home)

Promotion-Advertorial

Editorial and advertisement in one.



The promotion teaser (ad identification) is linking directly to a detailed article (sub page) in the booked section on the portal (not home or top-sport).

- Run-time 4 weeks.
- Archiving of the article (i.e. it remains still visible, but slips further back)
- Image gallery optional
- Extension to the section top-sport or home possible (each for 7 days).

Price: 500.00 €

Surcharge: 250.00 € (Expansion on top-sport or home)

Presenting und Sponsoring

We love to be creative for you.



- 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)

Price: On request.

Newsletter

Over 75.000 subscribers in total.



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 75.000 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 €
	Content Ad, banner within teaser, presenter o. r.	
	Stand-alone (in total)	1.850.00 €
	Minimum order quantity 25.000 addresses; CPM	25.00 €
	Surcharge / selection	5.00 €

myTischtennis GmbH

We offer more in the digital world.



We offer full service for a successful online marketing as well as the sales of services such as design, production, web design, support and reporting. Here we can offer current references in web programming, such as the special page of the DTTB for the table tennis World Championships 2012 in Dortmund. In addition to the web programming we brought the first mobile applications in table tennis to the stores:

- TT-training-app for iPhone
- JOOLA-ranking for iPhone and Android
- Mobile ad spaces will be offered

Your Contacts

Ad Standards and Special Advertising Formats.



Advertisement & Sponsoring

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Sales & Marketing Manager
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