



stammgast.online is the most important online platform for professionals in the hospitality industry and the out-of-home market in Austria. The editorial team consists of established specialist journalists with many years of experience and provides up-to-date, independent and opinionated information for decision-makers in the tourism industry - whether entrepreneurs, hoteliers, managing directors, department heads, restaurateurs, chefs and F&B professionals as well as tourism professionals and agencies. The newsletter (three times a week) is one of the most popular digital information sources in the industry.

Monthly average:

10.757 user

21.121 visits

45.955 page impressions

NEWSLETTER

Every Tuesday, Wednesday






and Friday **more than 9,000 subscribers**

Average open rate: **31.6 %**

stammgast.online

FAST - RELEVANT - INFORMATIVE – COMPREHENSIVE




stammgast.online FORMATS AND PRICES 2022

Format	B x H in pixel	weekly price in euro
 SUPERBANNER JPG, GIF, HTML5	Desktop: 980 x 150 Mobile: 300 x 120	890,-
 MEDIUM RECTANGLE JPG, GIF, HTML5	Desktop: 300 x 250 Mobile: 300 x 250	990,-
 SKYSCRAPER JPG, GIF, HTML5	Desktop: 160 x 600 Mobile: 300 x 250	1.120,-
 HALFPAGE AD JPG, GIF, HTML5	Desktop: 300 x 600 Mobile: 300 x 250	1.280,-
VIDEO AD	mp4, 16:9	1.800,-
 ONLINE-ADVERTORIAL Text & images	Short Headline; Teaser max. 300 characters promotion text, 1.000 characters, 1-3 Images JPG 1.100 x 825, Video 16:9 (Youtube link)	Pos. 1 850,- Pos. 2-3 700,-

stammgast.online NEWSLETTER

Every Tuesday, Wednesday and Friday more than **9,000 subscribers**

Average open rate: **31.6 %**

Format	B x H in pixel	weekly price in euro
 BANNER	JPG, 600 x 210	Position Header 1.060,- 920,-
 IMAGE-/TEXT-ADVERTISEMENT	Short Headline Text 300 characters, Image JPG 285 x 200, Link	920,-
 SPECIAL NEWSLETTER	Headline 50 characters, Text 1.000 characters, Image JPG 580 x 371, Link	4.000,-

all prices include VAT

Delivery of web content according to IAB-standards*
status: October 2021

We would be happy to design a concept for your individual advertising presence.
Job advertisements on request.

DATA DELIVERY

FOR PRINT PRODUCTS

1 Artwork as PDF (PDF/X-4-compliant)

- 1.1 All colours in CMYK. Colour profile "ISO Coated v2 300%" (also implemented pictures, logos, etc., no colour adjustments from RGB to CMKY are undertaken).
- 1.2 Picture resolution min. 300 dpi (no FM grid)
- 1.3 Overprint settings to be taken into account (especially with vector graphics).
- 1.4 Min 5mm bleed with sloping formats. Into bleed elements must be shifted inwards min. 8mm from bleed.
- 1.5 Observe correct ad format from the respective medium in the current ad price list.

2 **Open data** only after consultation with the production department.

3 Data delivery:

- 3.1 E-Mail: **produktion@manstein.at**
(Data volume smaller than 20MB)
- 3.2 **FTP:** For data security reasons you can only upload data. Please transfer data that belongs together in one folder or as a single zip-data
Server: ftp.manstein.at
User: produktion
Password: manv7531
- 3.3 Clearly label the data or folders that are sent over the FTP- server, giving medium and contact.

FOR WEB CONTENT

1 **Size of data for all formats:** 120 KB

2 **Possible formats:** JPG, GIF, HTML5 according to IAB-standard

3 Delivery of data:

At least one week before the beginning of the campaign the data has to be sent by email to the contact.

4 Video

Delivery as MP4 (max. 4,5 MB)
YouTube-link with online-advertorial

Please find detailed information on the delivery of advertising material under **www.iab-austria.at**

When delivering HTML 5-designs, please note that all required components are to be found within one directory. In case of different designs, please take care to clearly name the data, as components will be overwritten by non-fitting components.

Details on the data sheet:

Technical specifications for newsletter and online-advertising

We will not make any adjustments of data sent by you.

Wrong exposure due to incomplete or faulty data, wrong setting or incomplete specifications are billed. This also applies to composition of type matter or litho.

Please find our General Terms and Conditions under: **www.manstein.at/agb/**

CONTACT

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Commercial register: Regional court of Vienna, commercial register number 62661 z

Bank details

Erste Bank AG
Account number: 289 400 235 00 **Swift:** 20111
IBAN: AT86 2011 1289 4002 3500 **BIC:** GIBAAATWWXXX

TERMS OF PAYMENT

Payments within 30 days net.

The statutory advertising tax applies to domestic and foreign invoices. In the EU region, value-added tax is not applicable if the corresponding VAT number is presented. Invoicing in countries outside the EU is subject to value-added tax.

TECHNICAL SPECIFICATIONS FOR NEWSLETTERS AND ONLINE ADVERTISING TOOLS

Newsletter advertising tools

Delivery of newsletter advertising media: Five working days before date of publication to a.haumer@manstein.at

Formats:

Advertising tools for the newsletter may be delivered as JPG, PNG or static GIF (animated GIFs on request only). Delivery must be made **exactly in the pixel format of the respective advertising media.**

Max. file size: 120 KB

CTD as HTTPS-URL.

Only one link is possible per newsletter advertising tool.

Linking to an email address is not possible.

Online advertising tools:

Delivery of online advertising media: Five working days before date of publication to a.haumer@manstein.at

Online advertising tools may be delivered physically (zipped), via streaming-link or as tag-in-tag (iframe).

Formats:

Banner advertising media may be delivered as JPG, GIF or HTML5.

If delivered as images (JPG or GIF):

Delivery must be made **exactly in the pixel format of the respective advertising media.**

Max. file size: 120 KB

CTD as HTTPS-URL.

For delivery of HTML5 advertising media:

Technical control:

Since problems can occur at the start of a campaign despite prior technical control of the advertising media, Manstein Verlag reserves the right to remove advertising media if they disrupt the performance of the website or the viewer's end device or if an external advertising medium is subsequently changed without prior consultation.

Please note when delivering HTML5-advertising tools:

<https://www.iab-austria.at/werbeformen/technische-spezifikation/>

Delivery: physical advertising tools (zipped), streaming-link or tag-in-tag (iframe).

Max. file size: for HTML5 incl. images and art designs 120 KB zipped.

Max. file size that may be reloaded via Polite Load: 2,5 MB.

Sound: only with mouseover and mute with mouseout.

Animation: No infinite loop – a maximum of three animation runs.

Delivery of CTDs, advertising media-tags, tracking bugs, click commands and streaming-links as HTTPS-URL.

Delivery of fallbacks and mobile advertising tools is obligatory.

When delivering HTML 5-designs, please note that all required components are to be found within one directory (no subdirectories). In case of different designs and for distinguishing "desktop" and "mobile", please take care **to clearly name the data of all components belonging to the design**, as components will be overwritten by non-fitting components.

Hosting of HTML5-advertising tools may cause costs – depending on ad server and media from 70 KB.

Back up/browser compatibility

If an advertising tool is not supported by a particular browser, a fallback in JPG- or GIF-format should be indicated. The advertising tools are to be tested by the clients/production company on all current browsers. Please inform us on delivery about any browsers that should be excluded.

Technical information for HTML5 can be found at iab-austria.at

HTML5: https://www.iab-austria.at/wp-content/uploads/sites/20/2020/07/2016-IAB-HTML5-Richtlinie-2_0_Release-Feb-2016.pdf

Video-banner: www.iab-austria.at/wp-content/uploads/sites/20/2020/07/2016-IAB-HTML5-Richtlinie-2_0_Release-Feb-2016.pdf#page=8.

If ZIP files contain scripts, the advertising material must be delivered via a file transfer service (e.g. WeTransfer, www.wetransfer.com), as these files sometimes do not arrive error-free in the mail traffic.

Delivery of videos for video ads:

Format for video ads: MP4

Resolution: min. 1280 x 720 px/aspect ratio: 16 : 9.

Max. file size: 4.5 MB

Length: recommendation up to 30 seconds.

Sound: on (video plays silently, sound can be activated by clicking on the loudspeaker symbol).

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