

**MEDIA DATA 2012**

**Valid from: Apr 2012**





# Online Advertising

[www.photovoltaikforum.com](http://www.photovoltaikforum.com)

The independent board regarding photovoltaics. Besides support in planning a photovoltaic installation, tenders are assessed in a professional manner and suggestions for improvements are developed. Many interested parties are competently supported on their way from their first cautious enquiries in the Forum to completion of their photovoltaic installation.

Since 2005, a knowledge database has developed, which makes it possible for every novice to easily familiarise themselves thoroughly with the subject of photovoltaics. In addition, as another feature, the Forum houses an actively managed module database with currently over 33,000 listed data specifications with integrated plausibility checks and mechanisms for the highest level of data reliability. Virtually every imaginable module, which is offered on the market, can be found here.



The website is a forum for novices, advanced people, interested parties, photovoltaic installation operators, installation enhancers, solar technicians, installers, tax consultants, financial experts, photovoltaic professionals and traders and is available to all our users for free.



### **We offer our Users:**

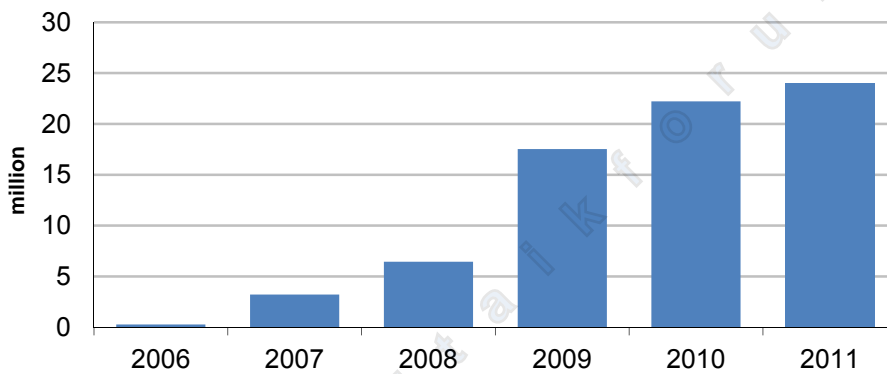
- Independent and free consultation and technical support in the Forum
- Free evaluation and comparison of the tenders they have obtained
- A freely accessible and cross-manufacturer module database / inverter module database with original manufacturer data specifications
- Renowned manufacturers with their own Forum sections
- Comparing revenues on [www.ertragsrechner.de](http://www.ertragsrechner.de)
- Calculation of profitability for photovoltaic installations at [www.solarrechner.de](http://www.solarrechner.de)
- World-wide available on [www.photovolticboard.com](http://www.photovolticboard.com)
- Opportunity to post private and commercial classified ads
- Board-Apps for Smartphones (iPhone, Android)
- Annual Forum meetings with visits to interesting projects or companies
- Exhibition booth at Intersolar Munich



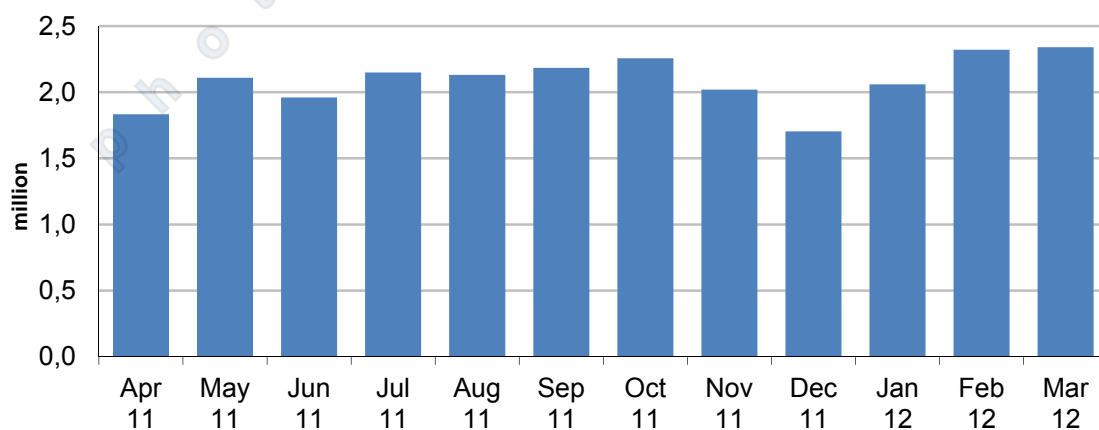


# Coverage and Statistics

Annual total Page Impressions



Monthly total Page Impressions





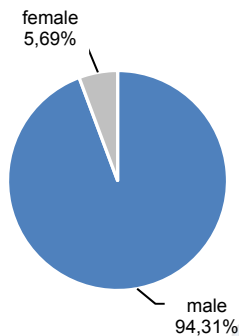
## Statistical analysis of Forum Activities [State of Aug 21<sup>st</sup> 2011]

Registered Users:	> 61.000
Contributions:	> 684.000
Themes:	> 69.000
Ø No. of new registrations per day:	> 23
Ø No. of contributions per day:	> 259
Ø No. of new themes per day:	> 28
Active Users within the past 12 months	> 60%

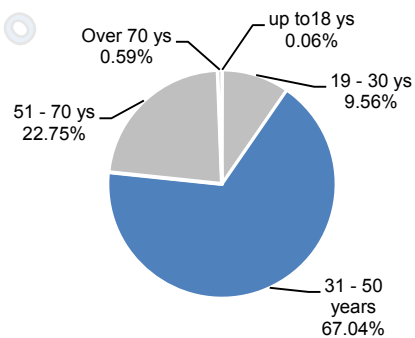


# User Analysis (Source: User Survey July 2010)

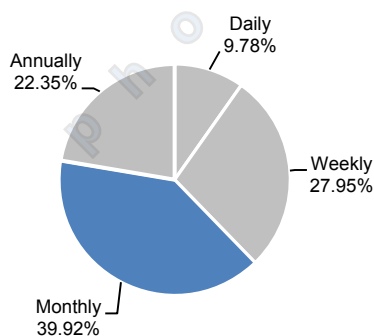
**Gender**



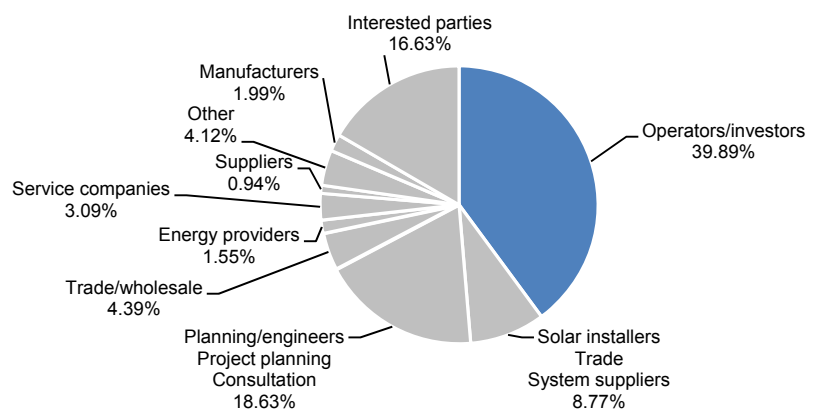
**Age Groups**



**Frequency of Visits**



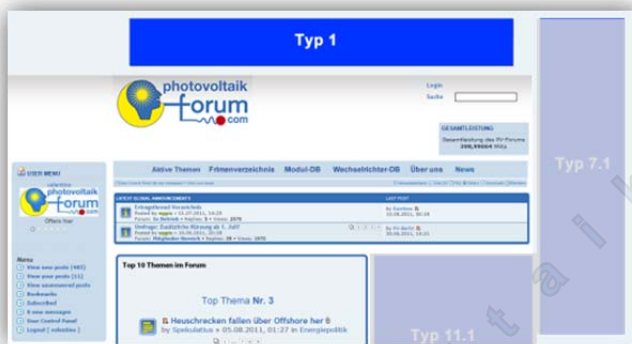
**Interest Groups**





# Advertising Banners

Banner configurations in header and footer area



## Type 1 single

728 x 90 px – Fullsize Banner

Advertising in header of all pages



## Type 1 + 7.1

728 x 90 px + 160 (137) x 600 px

Tandem  
Advertising in header of all pages

new !!!



## Type 2

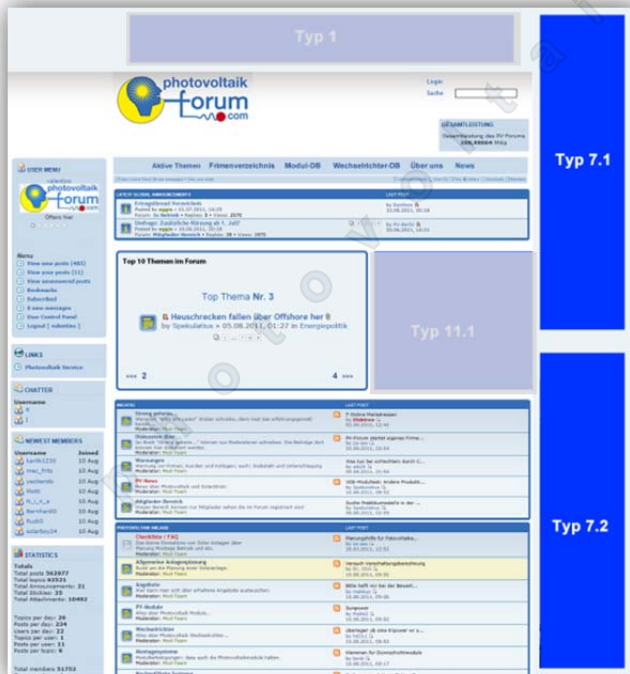
728 x 90 px – Fullsize Banner

Advertising in footer of all pages



# Advertising Banners

Banner configuration on the side of the content



**Type 7.1 top**

**new !!!**

160 (137) x 600 px – Wide Skyscraper  
Advertising on the right side of [all](#) pages

**Type 7.2 middle**

**new !!!**

160 (137) x 600 px – Wide Skyscraper  
Advertising on the right side of [all](#) pages

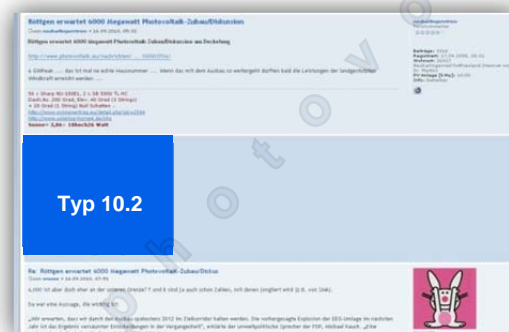


# Advertising Banners

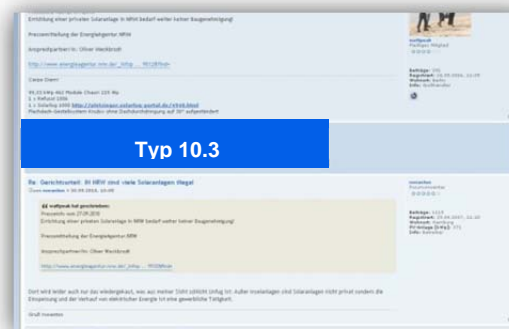
Banner configuration inside threads for guest users



**Type 10.1**  
728 x 90 px - Superbanner  
Advertising for guest users as 2nd contribution inside threads



**Type 10.2**  
336 x 280 px – Large Rectangle  
Advertising for guest users as 6th contribution inside threads



**Type 10.3**  
728 x 90 px - Superbanner  
Advertising for guest users as 10th contribution inside threads



# Advertising Banners

Banner configuration on start-page between topics

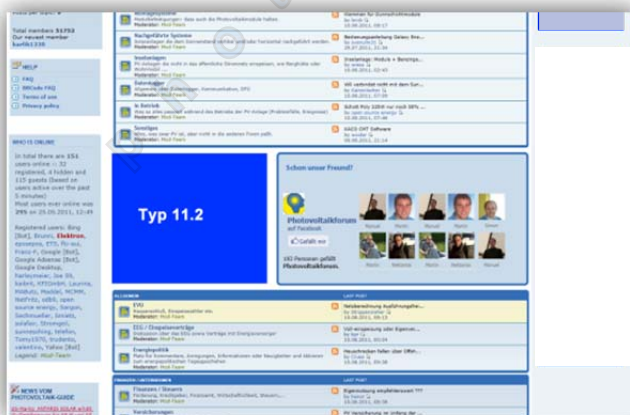


**Typ 11.1 upper**

**new !!!**

300 x 250 px – Medium Rectangle

Advertising in visual field between topics on start-page



**Typ 11.2 lower**

**new !!!**

300 x 250 px – Medium Rectangle

Advertising in visual field between topics on start-page



# Contact

We are eager to advise you personally; please contact us:

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