



Buy and sell used and new construction machines online!

Advertisement prices no. 4
valid from 01.01.2018

Media data 2018

The screenshot shows the baupool.com website interface. At the top, there is a navigation bar with the logo, a search bar, and various utility links like 'EUR', 'Register (Are you a dealer?)', and 'Login'. Below the navigation bar is a large banner image of a yellow excavator with the text 'Jetzt eine Maschine verkaufen! schnell, einfach, effektiv.' and a right-pointing arrow. The main content area is divided into a search sidebar on the left and a main listing area on the right. The search sidebar includes filters for Category, Manufacturer, Model, price, Year of manufacture, Country, and Postal code. The main listing area shows a breadcrumb trail: '58191 Construction machinery > 224 newly advertised > 204 with special offers'. Below this is a section titled 'Adverts of the day' with three featured listings: Liebherr 71K, Caterpillar D6T XL w ripper, and Pregler Kamerasysteme. Each listing includes a small image, the model name, the seller's name and location, and a 'Price on application' note. The Pregler listing also features a 'PREGLER KAMERASYSTEME' logo and a 'Wägel' logo at the bottom.



LV digital
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www.baupool.com



Short profile

This marketplace was been launched in 2014 by the operators of traktorpool.de, the leading European internet marketplace for used agricultural and construction machinery and also the most visited and used website in the agricultural sector.

Traktorpool's formula for success has been transferred to the construction machinery industry and now baupool.com provides more than 60,000 handpicked machines in over 600 specific categories.

On baupool.com professional dealers, manufacturers and tradesmen offer and search for construction machinery and equipment for civil-/structural engineering, road construction, mining and tunneling as well as hoisting cranes, screening plants, recycling, transport- and commercial vehicles.

Also available is a wide range of accessories and spare parts for every product sector.

As a result the products advertised range from the smallest tool and production machines for building materials right through to complete manufacturing facilities, encompassing the full range of construction machinery makes.

International customer service offers individual support in German, English, French, Spanish and Portuguese.

baupool is a highly specialized portal completely focused on the construction machinery sector designed to meet your needs. baupool reaches your target market

– so it's ideal for your advertising!

Prices / month

Ad form	Format* in pixel	Placement homepage	Placement search results product group <i>(e.g. excavators)</i>	Placement search results product category <i>(e.g. track excavators)</i>
Leaderboard	728x90	315 €	200 €	150 €
Billboard	900x300	on request	-	-
Skyscraper	120x600 oder 160x600	345 €	245 €	165 €
Halfpage Ad	300x600	370 €	255 €	170 €
Wallpaper	970x90 und 300x600	380 €	260 €	180 €
Medium Rectangle	300x250	-	200 €	130 €
Small Rectangle	200x160	295 €	195 €	125 €
We grant a15 % AE provision				

Individual offers on request - do not hesitate to contact us!

* File formats:

- (animated) gif
- jpg
- flash (specifications on request)
- further information and specifications on request

Formats and targeting



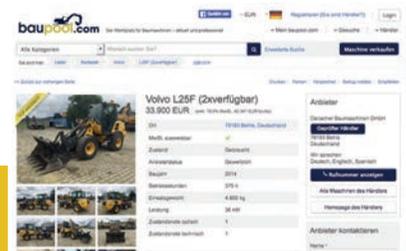
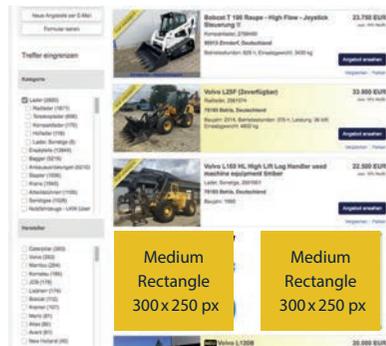
Wallpaper 970x90 px und 300x300 px mit Einfärbung des Hintergrunds

If you have any questions or suggestions do not hesitate to contact us.

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- **Product targeting**
Ask for specific baupool product groups (e.g. excavators) or product categories (e.g. track excavators) and advertise, where prospective customers expect your company to be.
- **Geotargeting or country-specific advertising:**
Specify your German federal states or European export countries and we will place your display ads according to your regional requests.

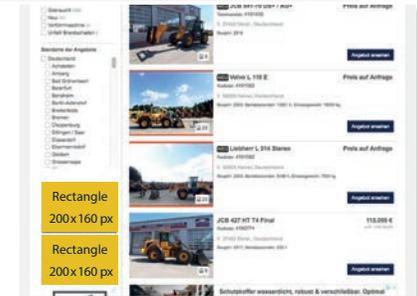
Leaderboard 728x90 px

Medium Rectangle 300 x 250 px

Medium Rectangle 300 x 250 px

Half-page Ad 300 x 600 px



Rectangle 200x160 px

Rectangle 200x160 px

You agree to our general terms and conditions, as available here: <http://www.baupool.com/de/service/info/terms>