



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 'Gefällt mir', 'EUR', 'Register (Are you a dealer?)', and 'Login'. Below the navigation bar, there is a main banner image of a yellow excavator with the text 'Jetzt eine Maschine verkaufen! schnell, einfach, effektiv.' and a right-pointing arrow. Underneath the banner, there is a search section with a search bar and a 'Q Search' button. To the left of the search bar, there are dropdown menus for 'All categories', 'Q Search', and 'Advanced search'. Below the search bar, there is a 'Search' section with various filters: 'Category' (All), 'Manufacturer' (All), 'Model' (input field), 'price from' (Any) and 'up to' (Any), 'Year of manufacture from' (Any) and 'up to' (Any), 'Country' (Any), and 'Postal code' (input field) with a 'Radius' dropdown and 'No search by dist' checkbox. Below the search filters, there is a section titled '58191 Construction machinery > 224 newly advertised > 204 with special offers'. Underneath, there is a section titled 'Adverts of the day' with a link 'Your advert here? Inform now!'. This section contains three advertisement listings: 'Liebherr 71K' by Gerd Wedekind Baumaschinen GmbH, 'Caterpillar D6T XL w ripper' by Smitma B.V., and 'PREGLER KAMERASYSTEME' by Nagel. The Nagel logo is prominently displayed at the bottom of the advertisement listings. At the very bottom of the page, there is a small URL 'www.nagel.com.nice.de'.

 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				

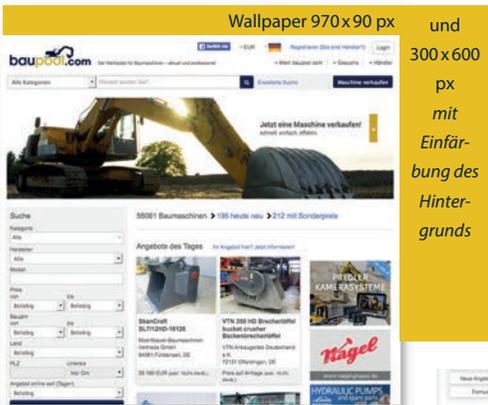
Individual offers on request - do not hesitate to contact us!

* File formats:

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



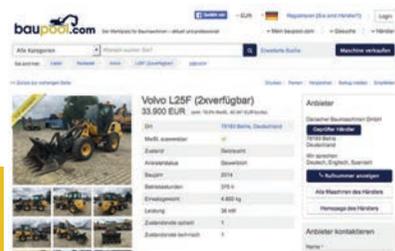
Formats and targeting



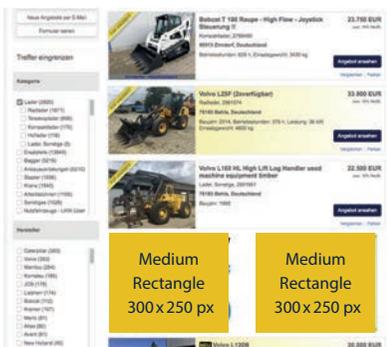
Wallpaper 970x90 px
und
300x600
px
mit
Einfärbung des
Hintergrunds

- **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 728 x 90 px

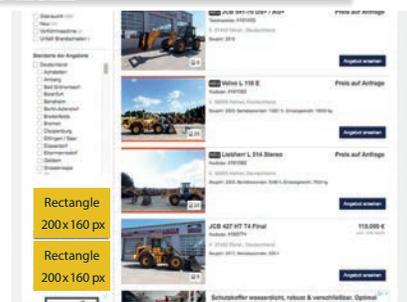


Half-page Ad
300 x 600
px



Medium Rectangle
300 x 250 px

Medium Rectangle
300 x 250 px



Rectangle
200x160 px

Rectangle
200x160 px

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

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