

**Mediakit of the
German Bowling Federation
for international tournaments 2006**



General information

The details of this mediakit are effective for the year of 2006, as well as for the following events:

- Youth World Championships in Berlin from 21st July 2006 until 30th July 2006
- Ladies European Championships in Böblingen from 24th August 2006 until 3rd September 2006

They refer to banner adverts placed in the websites that are constructed especially for these tournaments. The addresses of these websites are as follows:

- www.wyc2006.com for the Junior World Championships
- www.ewc2006.dbu-bowling.de for the Ladies European Championships

Due to the international importance of these major events, Europe, or rather the rest of the world will have access to these websites, and the number of visitors to the websites will rise especially during the tournaments. Depending on the positioning of the banner, the events are attractive to regional contractors, as well as to international companies.

Construction of the websites

The general construction of the main webpage is shown in figure 1:

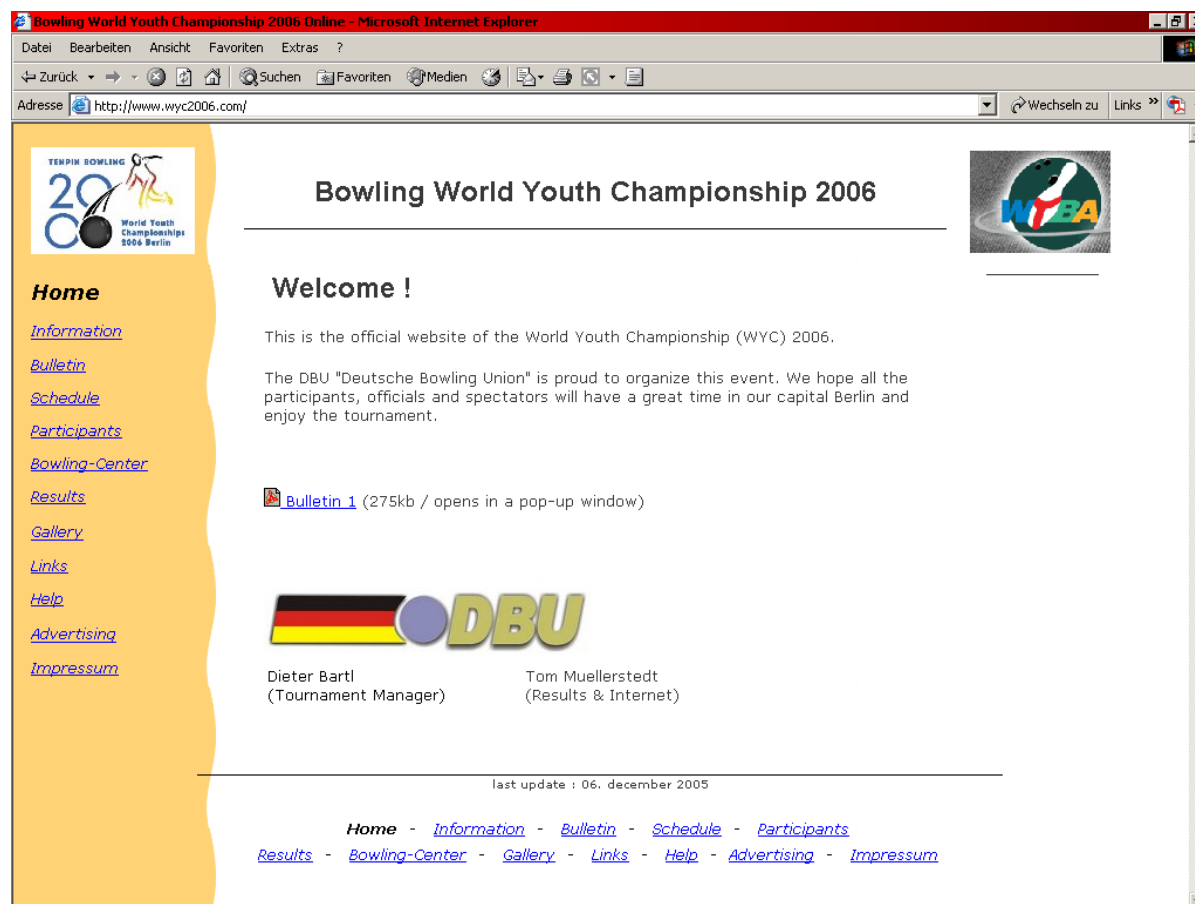


Figure 1: Main webpage

The following categories are offered on the websites

- **Home (main webpage)**
- **Information**
In this category, all the general information is released before, during and after an event.
- **Bulletin**
In this category, it is possible to download all the released bulletins.
- **Schedule**
Illustration of the time schedule of an entire event.
- **Participants**
Presentation of all the participating nations
- **Bowling-Center**
Information about the organising bowling facility.

- **Results**
Release of all the results. A regular contemporary update is necessary.

- **Gallery**
Release of pictures of the event.

- **Links**
Links to organisations and partners.

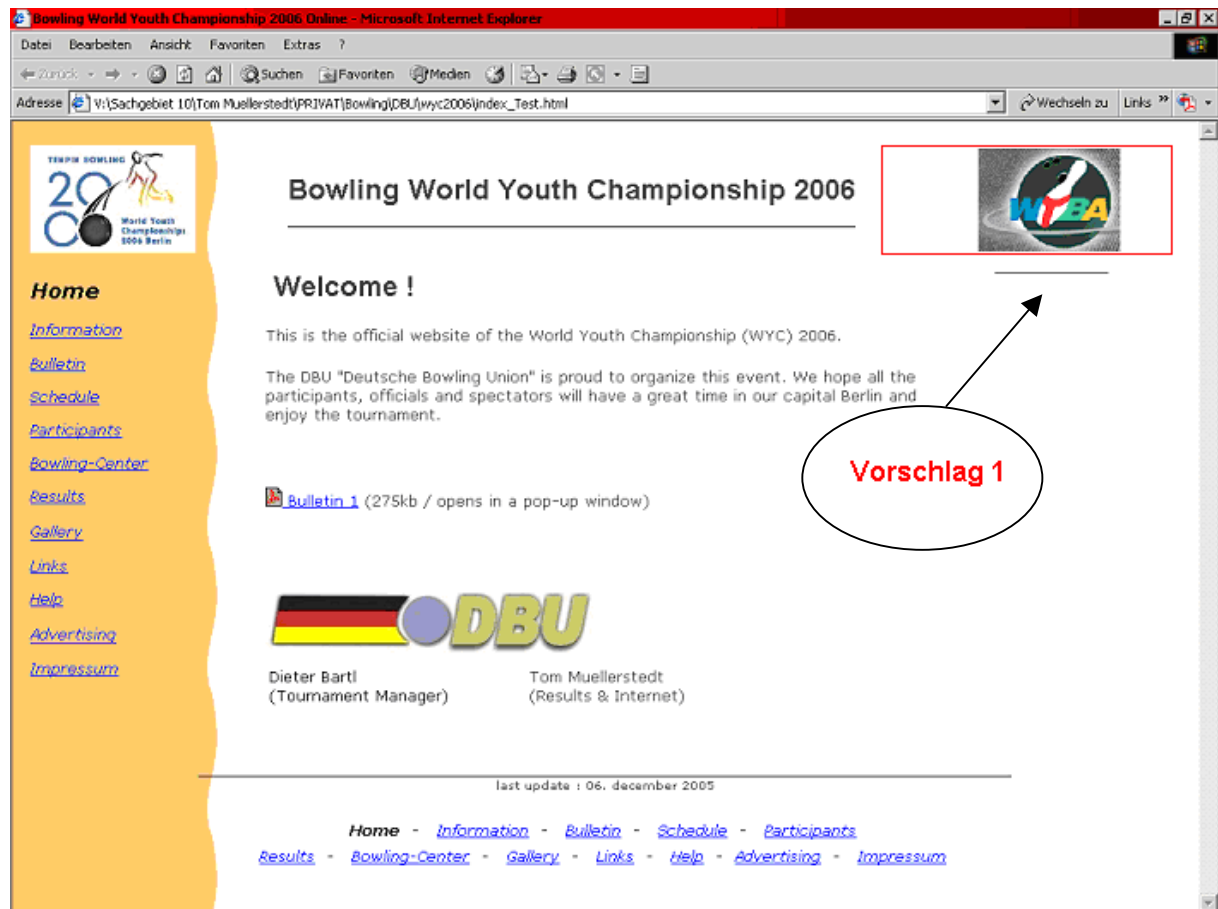
- **Help**
General information about the internet presence.

- **Advertising**
References to advertising options on the websites.

- **Imprint**
Information about the owner of the internet presence and about the webmaster.

Advertising options

Option 1



Banner, at the top right hand corner

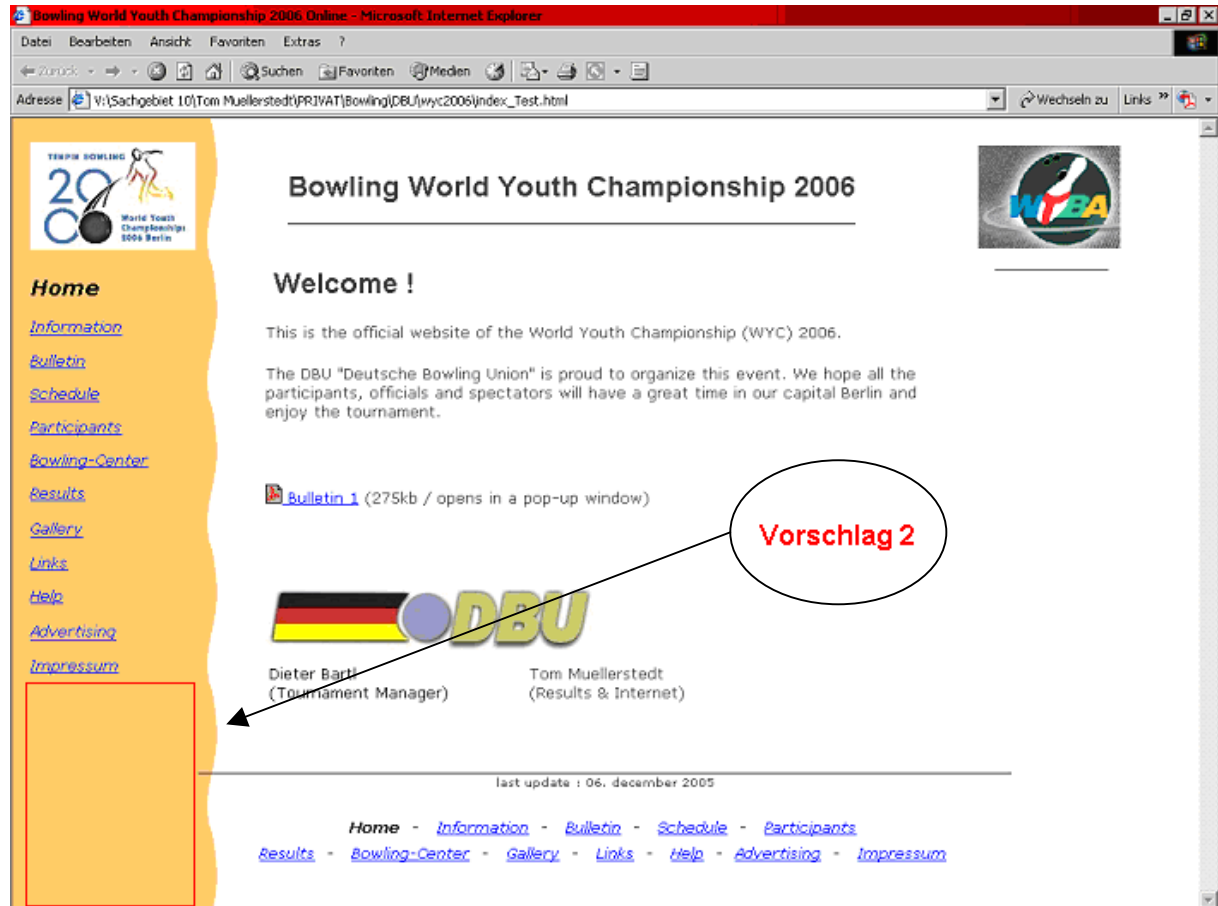
Maximum size : 240x90 pixels

Rates :

All categories	2,5 €/ 1000 intervisibilities
Home only	3,5 €/ 1000 intervisibilities
Results only	3,5 €/ 1000 intervisibilities
Information only	3,5 €/ 1000 intervisibilities
Participants only	2,5 €/ 1000 intervisibilities
Bulletin only	2,5 €/ 1000 intervisibilities
Schedule only	2,5 €/ 1000 intervisibilities
Other pages	2,0 €/ 1000 intervisibilities

Advertising options

Option 2



Banner on the left hand side underneath the list of categories

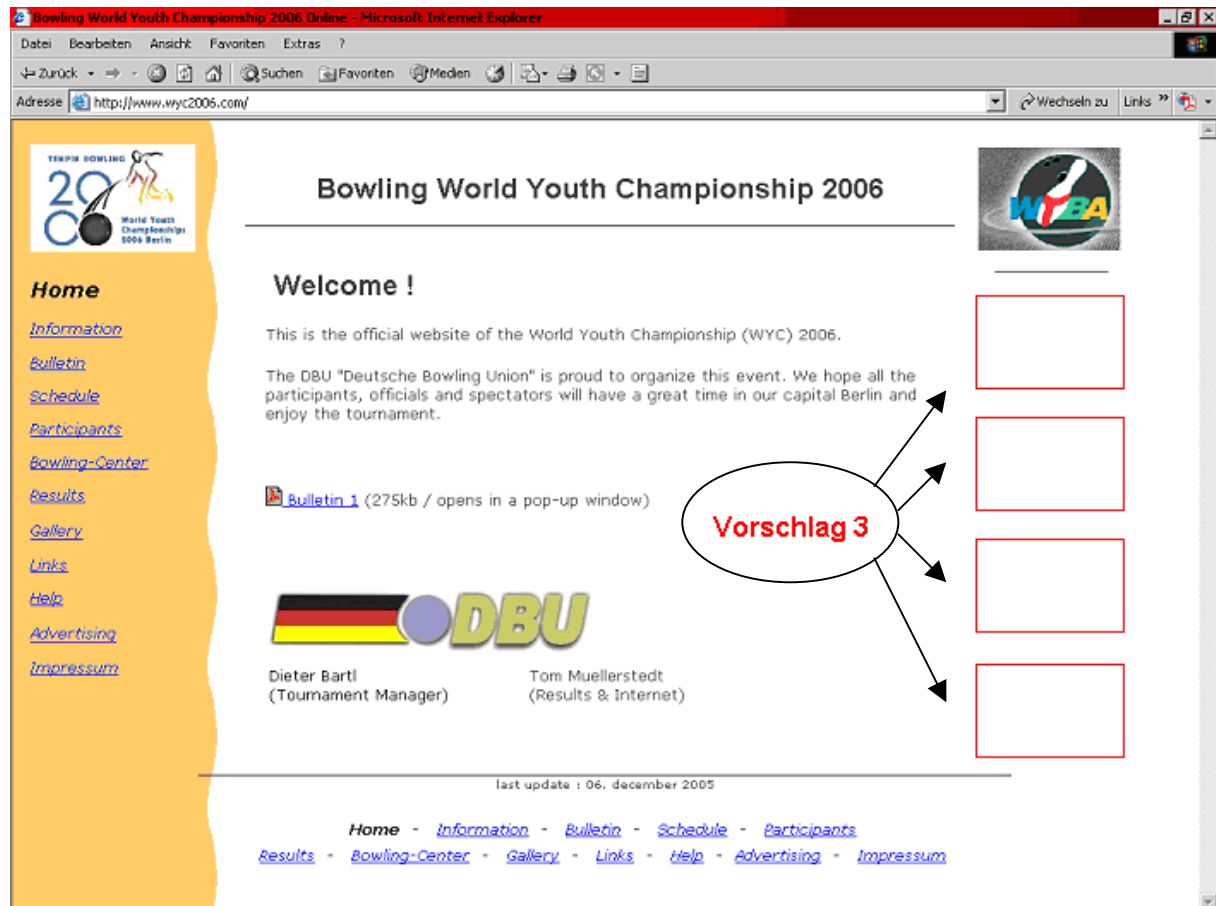
Standard size: 120x90 pixels (proportion as in the figure above)
 Maximum size: 120x180 pixels

Rates:

All categories	1,5 € / 1000 intervisibilities
Home only	2,0 € / 1000 intervisibilities
Results only	2,0 € / 1000 intervisibilities
Information only	2,0 € / 1000 intervisibilities
Participants only	1,5 € / 1000 intervisibilities
Bulletin only	1,5 € / 1000 intervisibilities
Schedule only	1,5 € / 1000 intervisibilities
Other pages	1,0 € / 1000 intervisibilities

Advertising options

Option 3 (four advertising spaces one below the other)



Four banners on the right hand side

Fixed size: 120x90 pixels (see figure)

Rates per banner :

All categories 1,0 €/ 1000 intervisibilities

Home only 1,5 €/ 1000 intervisibilities

Results only 1,5 €/ 1000 intervisibilities

Information only 1,5 €/ 1000 intervisibilities

Participants only 1,0 €/ 1000 intervisibilities

Bulletin only 1,0 €/ 1000 intervisibilities

Schedule only 1,0 €/ 1000 intervisibilities

Other pages 0,75 €/ 1000 intervisibilities

When booking proposal 3, it is possible to book more than one advertising space. On booking two advertising spaces, we grant 20% of the total costs, on booking three advertising spaces 30%, and on booking four advertising spaces 40%.

Technical specifications

Booking period

The booking period refers to calendar weeks. The advertising material will be switched on from Monday on at 12 pm.

Booking deadline

The order must reach us in written form at the latest on the Thursday before switching on the advertising material.

Data delivery

Via e-mail at the latest on the Thursday before switching on the advertising material. Please also deliver the desired link!

Please deliver the data to: webmaster@wyc2006.com

File sizes

No bigger than 50 KB. Bigger files upon request.

File formats

Gif, JPG, HTML, Flash-Animations

Reporting

The AdReporting occurs via the standard evaluations by the Internet provider 1&1.

Advance booking

Advance bookings are without obligation. They will be effective for a maximum period of 3 working days and will be invalidated at the latest 10 working days before switching on the advertising material.

Cancellation

Bookings that have already taken place can be cancelled until 15 days before switching on the advertising material.

Invoicing

Invoices are charged on a monthly basis by the Deutsche Bowling Union.

Enquiries and orders

Enquiries and orders are to be placed exclusively to the Deutsche Bowling Union stating the following details:

- Desired category/-ies
- Desired advertising option(s)
- Desired period the advertisement(s) shall be switched on

Contractual partners and contacts

Contractual partner

The contractual partner is the Deutsche Bowling Union. Orders are accepted and confirmed exclusively by the Deutsche Bowling Union

Contact

Deutsche Bowling Union
Inselkammerstr. 4
82008 Unterhaching

Contact for enquiries and orders

Michael Unger
Telephone: +49 (89) 74 57 65 01
Mobile: +49 (174) 324 75 47
E-mail: marketing@dbu-bowling.de

Webmaster

Tom Müllerstedt
Rablinghauser Landstr. 50a
28197 Bremen (Germany)
Telephone: +49 (421) 528 72 94
Fax: +49 (421) 496 156 36
Mobile: +49 (172) 429 56 36
E-mail: webmaster@wyc2006.com

Evaluation data of the European Youth Championships 2004 in Augsburg from 10th April 2004 – 17th April 2004

Date	Day	Intervisibilities
01.04.2004	Thursday	2.147
02.04.2004	Friday	2.194
03.04.2004	Saturday	2.235
04.04.2004	Sunday	4.127
05.04.2004	Monday	5.344
06.04.2004	Tuesday	5.294
07.04.2004	Wednesday	6.535
08.04.2004	Thursday	8.498
09.04.2004	Friday	13.257
10.04.2004	Saturday	20.339
11.04.2004	Sunday	92.494
12.04.2004	Monday	137.444
13.04.2004	Tuesday	181.198
14.04.2004	Wednesday	153.108
15.04.2004	Thursday	131.993
16.04.2004	Friday	154.976
17.04.2004	Saturday	141.045
18.04.2004	Sunday	64.811
19.04.2004	Monday	51.894
20.04.2004	Tuesday	22.779
21.04.2004	Wednesday	23.245
22.04.2004	Thursday	16.978
23.04.2004	Friday	9.945
24.04.2004	Saturday	7.278
25.04.2004	Sunday	6.761
26.04.2004	Monday	7.311
27.04.2004	Tuesday	4.830
28.04.2004	Wednesday	5.035
29.04.2004	Thursday	3.075
30.04.2004	Friday	4.790

Applicable law

In case of a law suit of any kind what so ever, the German law applies exclusively.