

Advertorials/Sponsorings/Presenterships

Schedule 2009

seasonal topics	sites	content	book from	duration/start
Valentine's Day 14th February 2009	FriendScout24.de t-online.de/mobile	Posting love messages.	February 2009 1 - 2 weeks (individual adaptable)	February start: 2nd February 2009
Easter 10th April - 13th April 2009	RTL2.de t-online.de/mobile (further more sites available on request)	Downloads/raffle to easter.	February/March 2009 2 - 3 weeks (individual adaptable)	March, April start: end of March 2009
Mother Day 10th May 2009	t-online.de/mobile (further more sites available on request)	Downloads/raffle to mother day.	March 2009 1 - 2 weeks (individual adaptable)	May start: May 2009
Summer 21st June - 31st August 2009	t-online.de/mobile (further more sites available on request)	Downloads/raffle to summertime.	April 2009 1 - 3 month (individual adaptable)	June, July, August start: June 2009
Halloween 31st October 2009	t-online.de/mobile (further more sites available on request)	Downloads/raffle to Halloween.	September 1 - 2 weeks (individual adaptable)	October start: October 2009
X-Mas 1st December - 28th December 2009	t-online.de (Games, Parents, Shopping, Mobil) FriendScout24.de Compuco-Sites RTL2.de Unicum.de (further more sites available on request)	Downloads/raffle to X-Mas. Further more topics tbd.	August 2009 1 - 4 weeks (individual adaptable)	December start: December 2009

automotive topics	sites	content	book from	duration/start
spring time/cabriolet time March 2009 - April 2009	t-online.de/automotive (see also news & weather topics)	Test reports, tips about cabriolet & motorcycle.	February 2009 6 - 8 weeks (individual adaptable)	March, April start: March 2009
tyre change/purchase of tyre spring and autumn 2009	t-online.de/automotive	The main automotive topics in spring and autumn are definitely tyre change and purchase of tyre. The special includes tips for that purpose.	February 2009 and August 2009 6 - 8 weeks (individual adaptable)	March and September start spring: February 2009 start autumn: September/October 2009
IAA (The International Motor Show) 17th September - 27th September 2009	t-online.de/automotive (mobile websites on request)	Current report about the exhibition.	July/August 2009 2 - 3 month (individual adaptable)	September start: September 2009
changing automotive insurance September 2009 - November 2009	t-online.de/automotive	Until the 30th of November you can change your automotive insurance. The advertorial includes information's and tips about that purpose.	July 2009 3 month (individual adaptable)	September, October, November start: September 2009
computer & games topics	sites	content	book from	duration/start
CaBIT 2009 3rd March - 8th March 2009	t-online.de/digital Life (further more sites available on request)	Current report about the exhibition.	January 2009 2-3 weeks (individual adaptable)	February, March start: 23rd February 2009
gamescom in cologne 19th August - 23rd August 2009	Videogameszone.de Buffed.de Cynamite.de PCGames.de t-online.de/games (further more sites available on request)	Current report about the exhibition.	April 2009 2-3 weeks (individual adaptable)	August start: August 2009
IFA (Consumer Electronics and Home Appliances) 4th September - 9th September 2009	t-online.de/computer t-online.de/digital Leben (mobile websites on request)	Current report about the exhibition.	February 2009 2-3 weeks (individual adaptable)	August, September start: August 2009
moving image format	t-online.de/games	Moving images could be an element of an ad special. <u>Specific moving images</u> on t-online.de/games: mimbee.tv: Mimbee, a life-size hand puppet, informs the user about news, releases etc. of the games-world.	January 2009 pro sequence (individual adaptable)	all-the-year 2009 start: January 2009

entertainment topics	sites	content	book from	duration/start
top and flop of the day	t-online.de/entertainment	Channel sponsoring (boulevard): "good and bad activities about the stars".	January 2009 1 - 12 month (individual adaptable)	all-the-year 2009 start online: January 2009
cinema special	t-online.de/entertainment RTL2.de	Presentation of current movies, DVD tips etc.	February 2009 1 - 12 month (individual adaptable)	all-the-year 2009 start: January 2009
Bollywood	RTL2.de	Presentation of Indian movies and movie stars, "Bollywood gossip"	February 2009 1 - 12 month (individual adaptable)	all-the-year 2009 start: January 2009
music special	t-online.de/entertainment	Tips and innovations about music/music scene.	January 2009 1 - 12 month (individual adaptable)	all-the-year 2009 start: January 2009
Forbidden Love (famous German daily soap)	t-online.de/entertainment	Channel sponsoring (TV)	January 2009 1 - 12 month (individual adaptable)	all-the-year 2009 start: January 2009
Who wants to be a millionaire? (famous German Quiz show)	t-online.de/entertainment	Channel sponsoring (TV)	January 2009 1 - 12 month (individual adaptable)	all-the-year 2009 start: January 2009
Echo 2009 21st February 2009 (German Music Award)	t-online.de/entertainment	Current report about the "Echo Award".	January 2009 1 - 2 weeks (individual adaptable)	February start: February 2009
DSDS No. 6 January 2009 - May 2009 (German version of "American Idol")	t-online.de/entertainment mobile	Current report from the show. Channel TV.	January 2009 1 - 5 month (individual adaptable)	January, February, March, April, May start: January 2009
Eurovision Song Contest 12th, 14th and 16th May 2009	t-online.de/entertainment	Current report about the show. Channel music.	February 2009 1 - 3 month (individual adaptable)	March, April, May start: March 2009
Cannes 2009 13th - 24th May 2009 (International Film Festival)	t-online.de/entertainment	Current report about the festival. Channel boulevard.	February 2009 1 - 4 weeks (individual adaptable)	May start: May 2009
Miss Internet (T-online's next top model) July 2009 - December 2009	t-online.de/entertainment	Advertorial about the greatest beauty competition by t-online.de.Channel boulevard.	February 2009 1 - 6 month (individual adaptable)	July, August, September, October, November, December start: July 2009
Oktoberfest in Munich 19th September 2009 - 4th October 2009 (One of Germany's greatest events in Bavaria)	t-online.de/entertainment t-online.de/mobile (see also travel topics)	Current report about the event. Channel boulevard.	February 2009 1 - 4 weeks (individual adaptable)	September, October start: September 2009
book fair in Frankfurt 14th - 18th October 2009	t-online.de/entertainment	Current report about the event. Channel boulevard.	February 2009 1 - 3 weeks (individual adaptable)	October start: October 2009
Victoria's Secret Fashion Show November 2009	t-online.de/entertainment	Current report about the show. Channel boulevard.	February 2009 1 - 4 weeks (individual adaptable)	November start: November 2009
Bauer sucht Frau October 2009 - December 2009 (German TV series)	t-online.de/entertainment	Current report about the TV show. Channel TV.	February 2009 1 - 3 month (individual adaptable)	October, November, December start: October 2009

lifestyle topics	sites	content	book from	duration/start
barbecue	RTL2.de (see also news & weather topics)	All about the barbecue season incl. barbecue weather, barbecue online games etc.	February 2009 4 weeks	summertime 2009
hay fever time	t-online.de/lifestyle t-online.de/weather wetter.info	All about the hay fever time, tips and information's etc. Similar topics are possible e.g. cold & wintertime, summertime & sun cream.	February 2009 4 weeks	March, April, May, June, July, August, September, October, November, December start: March 2009
individual topics	t-online.de/lifestyle	For example: fitness (outdoor, fitness/sports), diet, decorate (bathroom, kitchen, garden), fashion, cosmetics, health & beauty, culinary	bookable on request	all-the-year 2009
news & weather topics	sites	content	book from	duration/start
elections to the Bundestag June 2009 - September 2009	t-online.de/news	Extensive ad special incl. interactive elements, user generated content. Channel national.	April 2009 1 - 4 month (individual adaptable)	June, July, August, September start: June 2009
German regional elections (Saarland, Sachsen und Thüringen) August 2009	t-online.de/news	Current report about the elections.	May 2009 1 - 4 weeks (individual adaptable)	August start: August 2009
German regional elections (Brandenburg) September 2009	t-online.de/news	Current report about the elections.	June 2009 1 - 4 weeks (individual adaptable)	September start: September 2009
weather - for rambling	wetter.info	Sponsoring of the Channel: "Freizeitwetter/Wanderwetter".	March 2009 1 - 8 month (individual adaptable)	March, April, Mai, June, July, August, September, October start: March 2009
weather - for driving cabriolet	wetter.info (see also automotive topics)	Sponsoring of the Channel: "Freizeitwetter/Cabriowetter".	April 2009 1 - 6 month (individual adaptable)	April, May, June, July, August, September start: April 2009
weather - especial for barbecue	wetter.info	Sponsoring of the Channel: "Freizeitwetter/Grillwetter".	May 2009 1 - 5 month (individual adaptable)	May, June, July, August, September stat: May 2009
weather - for travelling	wetter.info	Sponsoring of the Channel: "Freizeitwetter/Reisewetter".	March 2009 individual adaptable	all-the-year 2009
weather - for allergic persons	wetter.info	Sponsoring of the Channel: "Pollenwetter".	March 2009 1 - 8 month (individual adaptable)	March, April, May, June, July, August, September, October start: March 2009
climate change	wetter.info	Sponsoring of the Channel.	March 2009 individual adaptable	all-the-year 2009

travel topics	sites	content	book from	duration/start
Rambling February 2009 - August 2009	t-online.de/travel (see also news & weather topics)	Rambling rally, focused on the 10 best rambling trails.	February 2009 1 - 7 month (individual adaptable)	February, March, April, May, June, July, August start: February 2009
Wellness	t-online.de/travel	All about wellness: trends, tips etc.	April 2009 2 - 4 weeks (individual adaptable)	all-the-year start: April 2009
Oktoberfest (One of Germany's greatest events in Bavaria)	available on request			October 2009
sports topics	sites	content	book from	duration/start
winter sports December 2008 - March 2009	t-online.de/sports	Sponsoring Opportunity.	January 2009 1 - 3 month (individual adaptable)	January, February, March start: December 2008
UEFA Euro League August 2009 - May 2010	t-online.de/sports fussball.de	Current report about the UEFA Cup incl. foto-shows, live-ticker and voting's.	June 2009 10 month	August 2009 - May 2010 start: August 2009
Confed Cup 2009 14th June - 28th June 2009	t-online.de/sports	Current report about the Confed Cup incl. foto-shows, live-ticker and voting's.	April 2009 1 - 4 weeks (individual adaptable)	June start: June 2009
Champions League August 2009 - May 2010	t-online.de/sports fussball.de	Current report about the Confed Cup incl. foto-shows, live-ticker and voting's.	February 2009 4 month	August 2009 - May 2010 start: August 2009
Tour de France 4th July - 26th July 2009	t-online.de/sports (see also mobile topics)	Current report about the Confed Cup incl. foto-shows, live-ticker and voting's.	May 1 month	July start: July 2009

industry & financial topics	sites	content	book from	duration/start
retirement provisions January 2009 - December 2009	t-online.de/management	All about pension: information and tips.	January 2009 1 - 12 month (individual adaptable)	all-the-year start: January 2009
financial investments January 2009 - December 2009	t-online.de/management	Current information's about the financial crisis. Information's, tips and advices.	January 2009 1 - 12 month (individual adaptable)	all-the-year start: January 2009
kids & family topics	sites	content	book from	duration/start
ADD January - December 2009	t-online.de/parents	Tips and advices for parents: How to deal with kids who have ADD (attention deficit disorder)?	January 2009 1 - 12 month (individual adaptable)	all-the-year start: January 2009
surfing safe in the internet January - December 2009	t-online.de/parents	Tips and advices for parents: How could kids surf safely on the internet?	January 2009 1 - 12 month (individual adaptable)	all-the-year start: January 2009
individual topics	t-online.de/kids pokito.de	Individual advertorial for kids are anytime possible.	book on request	all-the-year 2009
mobile topics	sites	content	book from	duration/start
Formel 1 29th March - 15th November 2009	mobil.t-online.de	Current reports about Formel 1 incl. foto-shows, live-ticker and voting's.	March 2009 1 - 9 month (individual adaptable)	March, April, May, June, July, August, September, October, November start: March 2009
Tour de France 4th July - 26th July 2009	mobil.t-online.de (see also sports topics)	Current reports about the Tour de France.	May 2009 1 month	July start online: July 2009
Soccer - WM 2010	mobil.t-online	Current reports about the soccer world cup 2010 in South Africa.	December 2009 1 - 3 month (individual adaptable)	May, June, July start: May 2010
Movie Images	Description			
<p>Moving images could be an element of every ad special. Partner which deliver content for t-online: Reuters, Zoom.In, Sevenload, Bild.de, Gusto TV, ZDF, AFP, Deutsche Welle, Bloomberg etc. Sometimes t-online produce their own formats. See sports and computer topics.</p>				
<p>No responsibility for the correctness of this information. Subject to modification. For all customers and websites InteractiveMedia could offer individual specials.</p>				