

Our website informs daily over **15.000 people** about the trains schedule in Romania as well as neighbors' railway companies that have routes through Romania. **The Bounce rate of only 15%** confirms the fact that we know our users' needs. In continuous growth, we recorded in January 2012 **490.000 unique visitors** and **3.158.000 views**, www.mersultrenurilor.ro being the most visited website in the Transport category in Romania: <http://www.traffic.ro/vizitatori/top-siteuri-afaceri-comert-transporturi/zi>.

Rate Card:

1. Banners:

Banner type	Page position	CMP (taxes included)	Estimated Monthly cost (CPM x 2500)	CTR (click through rate)	Additional info All three types include 500 thousand free views for a full month rental
(A) 728x90	Top (all pages)	1.24 Euros	3100 Euros	0.18 %	First screen
(B) 160x600	Right (all pages)	1.24 Euros	3100 Euros	0.20 %	First screen
(C) 300x250	Route, station and train search results and also ticket price window	1.24 Euros	3100 Euros	0.25 %	Search pages and ticket price pop up window



2. Regional campaigns (targeted on certain cities / stations).

The perfect option for hotels or motels. This way, the banner would only appear for the users who search a route with the destination being a desired city (cities) or who enter on that station's train schedule.
Price: from 50 to 500 Euros / monthly / station, depending on the city.

The campaigns can be customized on the client's needs (sizes, duration, type).
For any campaign the client will receive daily reports on views and clicks (OpenX)
More information on traffic: <http://stat.traffic.ro/stat/mersultrenurilor/>

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