


Druck&Medien
druck-medien.net

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Media Pack

2010

Advertising at druck-medien.net

druck-medien.net is an integrated communication platform for the printing sector.

Our concept: independent, accredited trade journalism, modern design and functionality with added value. In addition to the journalistic articles, our website provides you with a series of services – which we are continually expanding.

Our objective: More success for the printing industry – and consequently for our advertisement customers, too.

In addition to all of the standard advertising forms, we would like to create an individual promotion package for you that is tailored to the needs of your target group. For example, you can profit from our precise target-group appeal through newsletters or the presentation of specific contents! Whatever you may decide upon – you will always reach the decision-makers and entrepreneurs in the entire printing sector through us. In addition, we have the experts at training facilities and communicators in the supply industry, as well as the responsible print buyers.

Ask us – we would be happy to make you an offer.

Michael Bradke, Key Account Manager
Phone: +49 (0)40 69 206-453
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Actual ratings

▶ Visits	77,510
▶ Page impressions	202,501
▶ Month	September 2009

Advertising formats

▶ Wide skyscraper / wide sky

The skyscraper is a portrait advertising space that is placed either to the right or to the left of the content.



Pixels: 160 x 600 **rate: min. 656***
Filesize GIF/JPG/PNG: 20 KB (Flash: 25 KB)

▶ Superbanner

The superbanner is a landscape advertising space positioned at the head of the page.



Pixels: 728 x 90 **rate: min. 656***
Filesize GIF/JPG/PNG: 25 KB (Flash: 30 KB)

▶ Fullbanner

The fullbanner is a landscape advertising space positioned at the head of the page.



Pixels: 468 x 60 **rate: min. 375***
Filesize GIF/JPG/PNG: 20 KB (Flash: 25 KB)

▶ Content ad

Content ads are positioned directly in the editorial content.



Pixels: 300 x 250, 400 x 300** **rate: min. 563***
Filesize GIF/JPG/PNG: 20 KB (Flash: 30 KB)

* all prices in Euro; ** different height possible

Advertising formats

► Flash layer ad

Advertising format without defined size. For example, a graphic element moving from the right to the left.



Filesize Flash: 60 KB **rate:** min. 938*

► Wallpaper

Frames the upper section, as well as the right and left sides of the page.



Filesize GIF/JPG/PNG: 60 KB (**Flash:** 60 KB)
rate: min. 1,575*

► Video advertising

Present a complete product or service presentation as a video.



Pixels: 400 x 300 **rate:** min. 1,125*

► Rectangle

Rectangles are positioned directly in the editorial content.



Pixels: 180 x 300* **rate:** min. 413*
Filesize GIF/JPG/PNG: 20 KB (**Flash:** 30 KB)

► Pagepeel

Usually consists of a flash animation and appears in the right or left upper corner.



Pixels: 75 x 75 / 80 x 80 / 100 x 100 **rate:** min. 563*
Filesize GIF/JPG/PNG: 20 KB (**Flash:** 30 KB)

► E-Commerce

Generation of prospective buyers' addresses. The advertising format of e-commerce is an individual solution that we would be pleased to work out with you. The prices of the content ads, plus the one-time implementation costs, can be used as a reference.

► Sponsoring

In sponsoring, clients receive the opportunity to prominently place their brand and/or product names within the editorial environment. The name and logo of the client are integrated through the addition of "Powered by." The advertising format of sponsoring is an individual solution that we would be pleased to work out with you. Individual formats can be arranged.

Pixels: 400 x 300*
Filesize GIF/JPG/PNG: 20K (**Flash:** 30K)

* all prices in Euro; ** different height possible

Newsletter advertising formats (published daily monday till friday)

► **Rectangle/content ad**

Rectangles or content ads are directly positioned in the editorial setting of the newsletter.



Pixel: 180 x 300*/ 400 x 300
Gewicht GIF/JPG/PNG: 20K (Flash: 30K)
rate: min. 145*

► **Text ad**

500 characters maximum (incl. space) text, logo and link.



Pixel: 180 x 300*/ 400 x 300
Filesize GIF/JPG/PNG: 20K (Flash: 30K)
rate: min. 145*

► **Video advertising**

Present a complete product or service presentation as a video.



Pixel: 400 width
price on request

Advertising formats, placements and prices

Advertising format	Price for 1 month				Price for 3 months				Price for 6 months			
	alle Bereiche	Startseite	Toplevel	Sublevel	alle Bereiche	Startseite	Toplevel	Sublevel	alle Bereiche	Startseite	Toplevel	Sublevel
Skyscraper	2,500	1,313	1,750	656	5,000	2,625	3,500	1,313	8,750	4,594	6,125	2,297
Fullbanner	2,000	750	1,000	375	4,000	1,500	2,000	750	7,000	2,625	3,500	1,313
Superbanner	3,000	1,313	1,750	656	6,000	2,625	3,500	1,313	10,500	4,594	6,125	2,297
Content Ad	-	1,125	1,500	563	-	2,250	3,000	1,125	-	3,938	5,250	1,969
E-Commerce	-	1,125	1,500	563	-	2,250	3,000	1,125	-	3,938	5,250	1,969
Sponsoring	-	-	3,000	1,500	-	-	6,000	3,000	-	-	10,500	5,250
Wallpaper	8,400	3,150	4,200	1,575	16,800	6,300	8,400	3,150	29,400	11,025	14,700	5,513
Pagepeel	3,000	1,125	1,500	563	6,000	2,250	3,000	1,125	10,500	3,938	5,250	1,969
Video advertising	-	2,250	3,000	1,125	-	4,500	6,000	2,250	-	7,875	10,500	3,938
Flash Layer Ad	5,000	1,875	2,500	938	10,000	3,750	5,000	1,875	17,500	6,563	8,750	3,281
Rectangle	-	825	1,100	413	-	1,650	2,200	825	-	2,888	3,850	1,444

Advertising format	Pixels	Price for 1 Insertion	Price for 3 Insertions	Price from 12 Insertions
Content Ad	400 x 300	240	215 (per insertion)	180 (per insertion)
Rectangle	180 x 300	180	160 (per insertion)	145 (per insertion)
Text Ad	400 x 300	180	160 (per insertion)	145 (per insertion)

Ad special Job market	Price	
	Price/week	Price/month
Job of the week	250	-
Top company	250	750
Top jobs	150	450

All prices in Euro

Other formats on request.

15 % agency commission will be granted.
We would be pleased to prepare an offer for longer-term campaigns for you.

* all prices in Euro; ** Standard size and minimum height (for rectangle with placement on the right)

General information

► Advertisement Deadline

Five workdays before start of campaign

► Data delivery

E-Mail to anzeigendispo@haymarket.de

► Ad specials

If you are interested in advertising format which is not included in this ratecard, please contact us directly.

► Prices

All prices listed here are net prices without VAT.

► Terms of payment

Payable immediately after receipt of invoice and in any case before the start of the respective campaign. Please see the General Terms and Conditions at druck-medien.net for the additional modalities.

Contact

► Publisher

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► Key Account Manager

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Print- & Packaging Group



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