

Attractive promotion in the newsletter

The newsletter of **HANSER automotive** being published weekly informs about actual trends, news and important facts about the automotive market.

Place your eye-catching advertisement in the newsletter of **HANSER automotive** to reach Your target group.

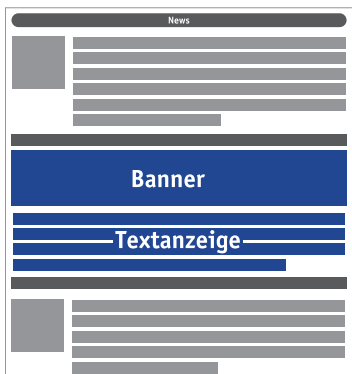
Frequency

1 x per week

Formats and Rates

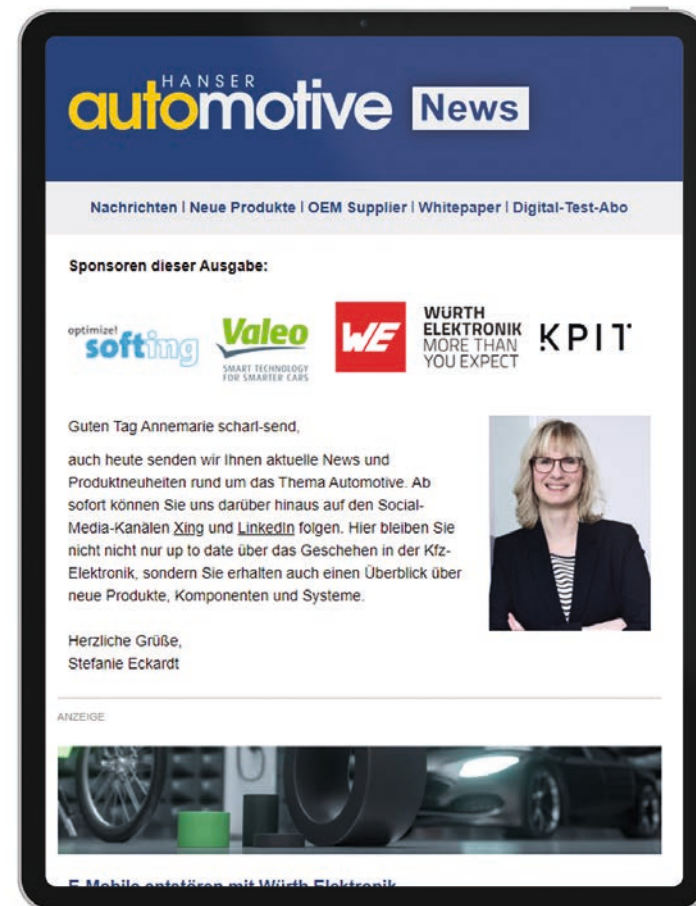
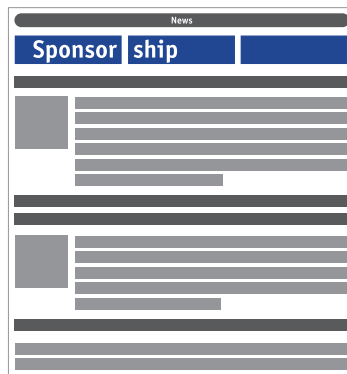
Banner + Text Ad
€ 580.-- / week

Banner (560 x 100 pixels) incl. link to your website or another URL plus text (Heading max 60 Zeichen + max. 300 characters)



Sponsorship
€ 2.800.-- / year

Banner max. 160 x 55 pixels



Usage data and recipient numbers are constantly evolving, so request up-to-date figures from Ad Management. Contact on the last page.

All rates are subject to Value Added Tax

Standalone-Newsletter – exclusive advertising

The standalone newsletter is a content-driven special newsletter with the look and feel of the **HANSER automotive** newsletter, filled exclusively with your content. Inform your target group about your products and services in an exposed way.

Content	Comprises 9 individually combinable elements
Services	Compilation of your Standalone newsletter and dispatch to the HANSER automotive newsletter recipients. Incl. linking to your homepage
Suitable content	header image, product news, video teaser, whitepaper, company news, catalog teaser, company profile, event
Lead time	Your Standalone newsletter must be bindingly booked and confirmed by the publisher at least one week in advance of the publication date. Implementation will normally take 5 workdays.
Dispatch date	As per agreement
Price	€ 3,980.--

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HANSER automotive News HANSER

Sehr geehrte Damen und Herren,

auf dem Weg zum Software-definierten Fahrzeug sind OEMs sowie Zulieferer mit immensen Herausforderungen konfrontiert. Zur Lösung der Komplexitäten ist unter anderem die Sicherstellung effizienter Workflows im Entwicklungsprozess notwendig. Erfahren Sie, welchen Beitrag IPG Automotive dabei leistet.

IPG Automotive: Solutions for Virtual Test Driving

IPG Automotive unterstützt mit Software- und Hardwarelösungen für den virtuellen Fahrversuch dabei, das Testen und Validieren von Fahrfunktionen und -komponenten entlang des vollständigen Entwicklungsprozesses zeit- und kostensparend zu gestalten.

→ [Mehr zu IPG Automotive](#)