



Banner formats	Placement (exclusive)	Size in Pixel (b x h)	Price per month
Medium Rectangle	In the content, position 6, 8 oder 10	300 x 250	€ 1,280.--
Vertical Rectangle	In the content, position 6, 8 oder 10	300 x 400	€ 1,310.--
Full Banner	In the content, position 5, 7 oder 9	468 x 60	€ 1,720.--
Leaderboard	Exterior position 1 or in content position 2 oder 16	728 x 90	€ 1,650.--
Billboard (expanding)	In the content, position 2	970 x 250 970 x 250 -> 400	€ 1,745.-- (+ € 58.-- expanding)
Wide Skyscraper*	Exterior, position 3a, 3b, 4a oder 4b	160 x 600	€ 1,500.--
Sidekick Ad*	Exterior, position Wide Skyscraper	160 -> 400 x 600	€ 1,520.--
(Double) Sitebar Ad	Exterior position 3a, 3b, 4a oder 4b	(2x) 300 x 600	€ 2,490.--
Hockey Stick	Exterior position 1 and 4a, Background colouring as wallpaper possible	728 x 90 + 160 x 600	€ 2,990.--
Slide Channel	Hockey Stick with Expanding Wide Skyscraper	728 x 90 + 160 -> 400 x 600	€ 3,045.--
Fireplace Ad	Exterior position 1, 3a und 4a	160 x 600 left + right and 1,040 x 90 above	€ 4,200.--
Skyline Ad	Exterior position 3a and 4a, in the content, position 2	2x 160 x 600 + 970 x 250	€ 4,170.--
Welcome Ad	Central about the start page (layer)	640 x 480	€ 2,190.--/14 days
Banderole Ad	Center across the whole width (layer)	1,000 x 250	€ 3,090.--



2:1



6:1

For mobile devices: Please provide mobile ad 300 x 50 px (6:1) or 300 x 150 px (2:1) in addition.



HTML5

Note: A processing fee of 50.-- Euro applies for the delivery of physical HTML5 advertising media (hosting on our ad webserver).

*Also bookable with sticky function (Skyscraper moves along the screen when the website is scrolled and always remains visible to the reader) with 25% surcharge.



Banner positions on Homepage

Position 1 Leaderboard

Position 2 Billboard (also expanding) Leaderboard

Position 3a Sidekick Ad expanding
Wide Skyscraper
Double Sitebar

Position 3b Wide Skyscraper

Position 4a Wide Skyscraper
Double Sitebar
Sidekick Ad expanding

Position 4b Wide Skyscraper
(also with sticky function)

Position 16 Leaderboard

Position 5 Fullbanner

Position 6 Medium Rectangle
Vertical Rectangle

Native Ad Teaser 1
B&R Industrie-Elektronik GmbH
Wettbewerbsvorteile mit der adaptiven Maschine sichern

Native Ad Teaser 2
Maag Pump-Systeme AG
Lochplatten für höchste Qualitätsansprüche

Native Ad Teaser 3
bdtronic GmbH
Die optimale Füge-technik für verschiedene Materialien

Fachbeiträge

3D-Sensor für Kraft- und Drehmomentmessung

Hitzebeständige Bauteilsensoren

Digitaler Finerabdruck für

Termine

Banner positions on article page

Position 1 Leaderboard

Position 2 Billboard (also expanding) Leaderboard

Position 3a Sidekick Ad expanding
Wide Skyscraper
Double Sitebar

Position 3b Wide Skyscraper

Position 4a Wide Skyscraper
Double Sitebar
Sidekick Ad expanding

Position 4b Wide Skyscraper
(also with sticky function)

Position 6 Medium Rectangle
Vertical Rectangle

Article Title: Constant Dripping Clouds the Film
Subtitle: Anti-Fog Additives for Food Packaging and Greenhouse Films

Text: In food packaging and in greenhouses, water often builds up on the polymer films due to its high surface tension. This phenomenon affects both the appearance and function of the films. Anti-fog additives help to optimize the optical properties. In addition, new technologies are intended to increase the service life of the films.

Specialist Article
27th Mar 2023

Image: Plastic packaging with anti-fog additives.

Text: The market for plastic films continues to grow. 367 million t plastics produced worldwide in 2020, processed into plastic films [1-3]. An end to the currently not in sight. By 2024, sales will reach a USD 250 billion.

Text: Most plastic films are made of polyolefins, for their easy processability, formability along with mechanical and optical properties. In addition, range of different variants, cover a wide range of contact, and are cost-effective. Disadvantageous however, are their unfavorable freezing properties.



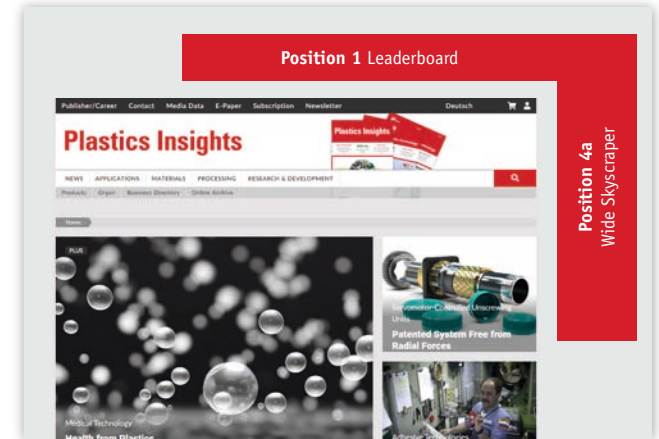
Mobile Ad



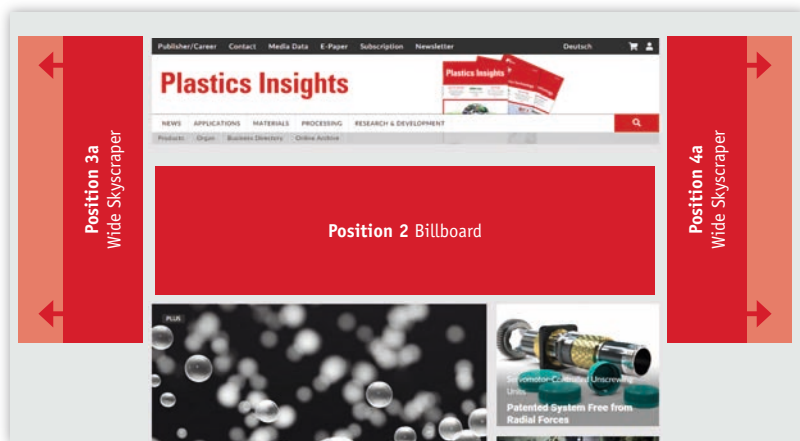
Fireplace Ad



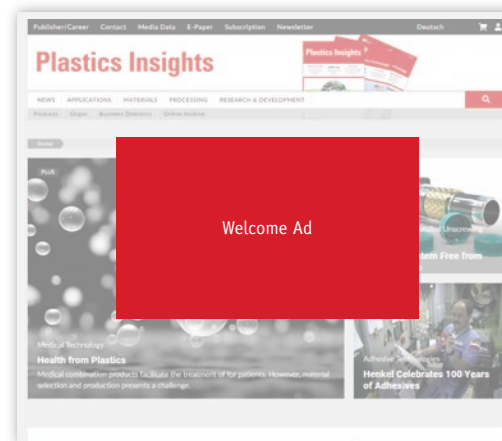
Hockey Stick



Skyline Ad



Welcome Ad



Banderole Ad

