



Banner format	Placement (max. 2 rotations possible)	Size in pixels (w x h)	Price per month
Medium Rectangle	In the content, position 6, 8, or 10	300 x 250	€ 1,120.--
Vertical Rectangle	In the content, position 6, 8, or 10	300 x 400	€ 1,220.--
Full Banner	In the content, position 5, 7, or 9	468 x 60	€ 1,370.--
Leaderboard	Exterior, position 1 or in the content, position 2 or 16	728 x 90	€ 1,470.--
Billboard (expandable)	In the content, position 2	970 x 250 970 x 250 -> 400	€ 1,510.-- (+ € 50.-- expandable)
Wide Skyscraper*	Exterior, position 3a, 3b, 4a, or 4b	160 x 600	€ 1,220.--
Sidekick Ad*	expandable Wide Skyscraper	160 -> 400 x 600	€ 1,420.--
(Double) Sitebar	Exterior, position 3a, 3b, 4a, or 4b	(2x) 300 x 600	€ 1,250.--/€ 1,950.--
Hockey Stick	Exterior, position 1 and 4a, Background colouring as wallpaper possible	728 x 90 + 160 x 600	€ 2,950.--
Slide Channel	Hockey Stick with expandable Wide Skyscraper	728 x 90 + 160 -> 400 x 600	€ 3,010.--
Fireplace Ad	Exterior, position 1, 3a, and 4a	160 x 600 left + right and 1,040 x 90 above	€ 3,390.--
Skyline Ad	Exterior, position 3a and 4a as well as in the content, position 2	2x 160 x 600 + 970 x 250	€ 3,390.--
Welcome Ad	Central above start page (layer)	640 x 480	€ 1,720.--/14 days
Banderole Ad	Central across the whole width (layer)	1,000 x 250	€ 3,010.--



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



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.

All rates are subject to Value Added Tax



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

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

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

Native Ad Teaser 3
bdtronic GmbH
Die optimale Fügetechnik für verschiedene Materialien

Position 5 Fullbanner

Fachbeiträge

Position 6 Medium Rectangle

Vertical Rectangle

Termin

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)

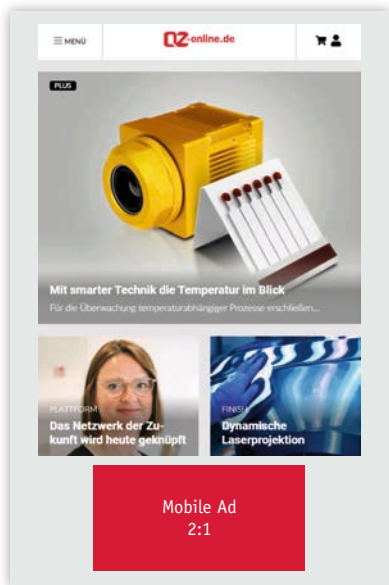
Position 6 Medium Rectangle

Vertical Rectangle

Article Content:
Think Big!
Maschinenbauer platziert Messmaschine für Großteile
Seit 2021 ist die größte bis dato entwickelte und gebaute Einzelstück-Messmaschine von Wenzel, Wiesthal, im Einsatz. Platziert wurde Sie bei der FORMA Maschinenbau Zerspanungstechnologie GmbH & Co. KG, die damit ihr Leistungsportfolio in eine neue Dimension führt.
Fachartikel
2. September 2021



Mobile Ad



Fireplace Ad



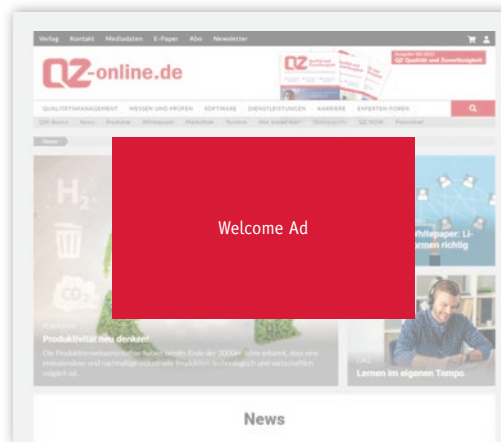
Hockey Stick



Skyline Ad



Welcome Ad



Banderole Ad

