

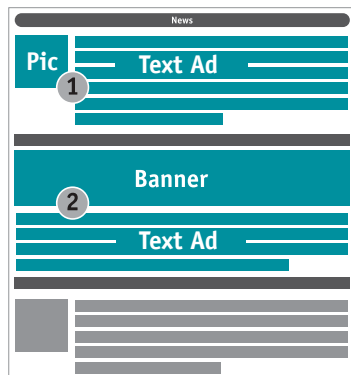
# Attractive advertising in the WB Werkstatt + Betrieb newsletter

The weekly **WB Werkstatt + Betrieb newsletter** provides information on current trends, news and important facts from the world of metal-cutting value creation.

Place your ad in the **WB Werkstatt + Betrieb newsletter** and reach your target group without wastage.

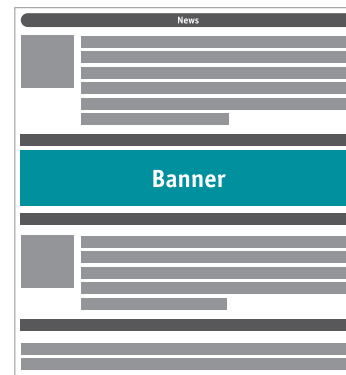
**Publication frequency** Weekly, thursdays

**Ad formats and prices** **1 Image** **2 Banner + Text Ad € 700.--\***  
Image (150 × 150 pixels) or banner (560 × 100 pixels) incl. link to your website or another URL plus text (headline + max. 300 characters text)



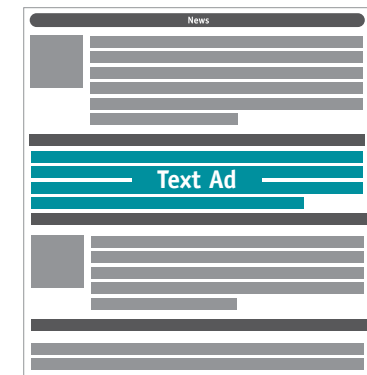
**Banner € 600.--\***

Banner (560 × 100 pixels) incl. link to your website or another URL



**Text Ad € 600.--\***

Headline + max. 300 characters text incl. link to your website or another URL



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 – the exclusive advertising

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

<b>Content</b>	Comprises 9 individually combinable elements
<b>Services</b>	Compilation of your Standalone newsletter and dispatch to the <b>WB Werkstatt + Betrieb newsletter</b> recipients. Incl. linking to your homepage
<b>Suitable content</b>	header image, product news, video teaser, whitepaper, company news, catalog teaser, company profile, event
<b>Lead time</b>	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.
<b>Dispatch date</b>	As per agreement
<b>Price</b>	€ 4,100.--*

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

