



All advertising forms are also available in the mobile version. (except Skyscraper)

## Banner formats and prices in euros

Advert type/Format	Homepage	News page	Events	Full occupancy
<b>Super Banner top*</b> 728 x 90 px	690 / week 1,990 / month	590 / week 1,770 / month	480 / week 1,100 / month	890 / week 2,730 / month
<b>Skyscraper*</b> 200 x 600 px	690 / week 1,990 / month	590 / week 1,770 / month	480 / week 1,100 / month	890 / week 2,730 / month
<b>Medium Rectangle*</b> 300 x 250 px	690 / week 1,990 / month	–	–	–
<b>NEW: Increase your reach now and extend the booked Medium Rectangle at the same time in the techtextTRENDS.com newsletter</b> <b>Total price € 900 or € 2,700</b>				
<b>Gallery Sponsoring**</b> 300 x 180 px	590 / week 1,770 / month	–	–	–
<b>Super Banner bottom*</b> 728 x 90 px	290 / week 700 / month	290 / week 700 / month	–	390 / week 900 / month
<b>Content Banner*</b> 468 x 90 px	–	590 / week 1,770 / month	–	–
<b>NEW: Advertorial**</b> 180 x 300 px + Überschrift + Text	–	590 / week 1,770 / month	–	–
<b>Button*</b> 287 x 90 px	–	190 / week 500 / month	190 / week 500 / month	–
<b>NEW: White Paper</b> 4 weeks of lead generation	Your multi-page document will be placed as a white paper (PDF) on the website (advertising space Medium Rectangle, Super Banner or Skyscraper) for users to download.			Price on request

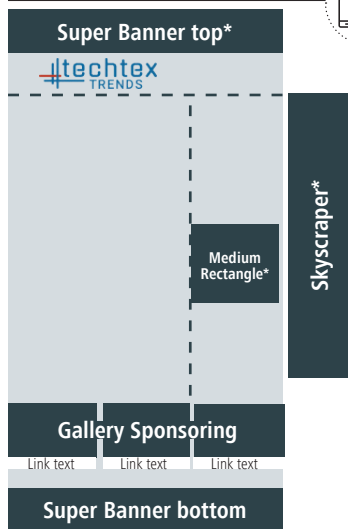
\* The banner space is shared with max. one other advertising partner (rotation of 2).

\*\* Exclusive allocation (no rotation).

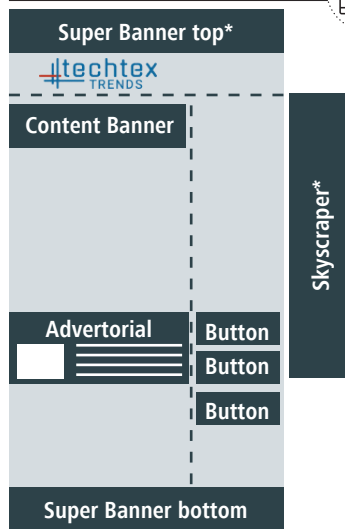
All prices subject to VAT.

The following applies to all advertising formats: Volume approx. 100 KB. The most common file formats are accepted: jpg, gif, png, HTML5, Redirect.

## techtexTRENDS.com



## techtexTRENDS.com/News



## NEW: White Paper

With the Special Ad „White Paper“, your multi-page document (e.g. user descriptions, information for problem solutions, case studies, etc.) is placed as a white paper (PDF) on the website (\*advertising space Medium Rectangle/ Super Banner or Skyscraper) and offered to users for download.

The PDF download is used to generate qualified leads and comes with a corresponding contact form.

Booking the special ads “White Paper” includes the transfer of all contacts from lead generation.



Accompanying promotion of the White Paper in the appropriate newsletter with a banner (600 x 60 px) or text (up to 400 characters) or text/image advert (up to 350 characters).



All advertising formats are also available in the mobile version (except Skyscraper).

## NEW: Advertorial

For more visibility and reach. Your advertisement in the layout of an editorial article and in the appropriate environment.

The advertorial consists of a teaser on the news page and a corresponding news detail page. It is also temporarily shown on the homepage and advertised once in the newsletter.