



## Banner advertisements on the C2 websites [www.coating-converting.com](http://www.coating-converting.com) / [www.coating-converting.de](http://www.coating-converting.de)

Advert type / Size	Sections	Single Section	all Sections
<b>Leaderboard</b> 728 x 90 px	Homepage, News, Events	€ 690 / month € 6900 / year	€ 995 / month € 9950 / year
<b>Skyscraper</b> 200 x 600 px	Homepage, News, Events	€ 690 / month € 6900 / year	€ 995 / month € 9950 / year
<b>Medium Rectangle</b> 300 x 250 px	Homepage	€ 740 / month € 7400 / year	
<b>NEW: Increase your coverage by extending the booked medium rectangle into the fitting newsletter!</b>			
<b>Gallery Sponsoring</b> 300 x 180 px	Homepage	€ 590 / month € 5900 / year	
<b>Super banner bottom</b> 728 x 90 px	Homepage, News	€ 290 / month	€ 390 / month
<b>Content Banner</b> 468 x 90 px	News	€ 740 / month € 7400 / year	
<b>NEW: Advertorial</b> 180 x 300 px + headline + text	News with link to detailed news page	€ 740 / month	
<b>Standard Banner*</b> 287 x 90 px	News, Events	€ 995 / year	€ 1450 / year
<b>NEW: White Paper</b> 4 weeks of lead generation	Your multi-page document will be placed as a White Paper (PDF) onto the website. Users will be able to download the file.		Price on request

All ad formats will also appear on mobile devices (except skyscrapers).

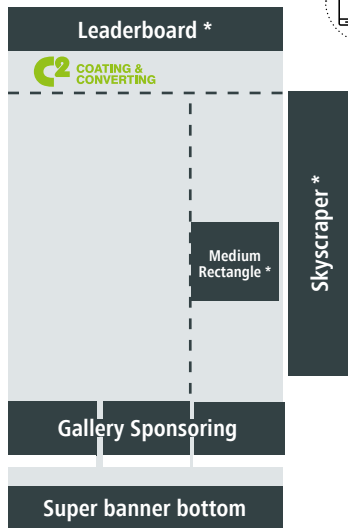
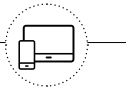
For all advertising formats: volume approx. 100 KB. The usual file formats are accepted: jpg, gif, png, HTML5, Redirect.

\*Standard Banner advertisements are for a 12-month period, after which they will be automatically renewed for another year at the particular annual charge unless cancelled in writing 6 weeks before the end of the invoicing period.

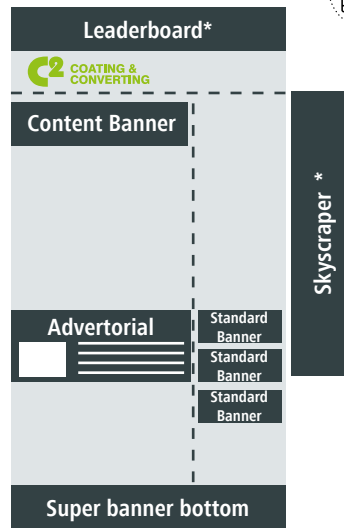
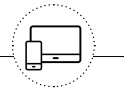
All prices subject to VAT.



## Homepage



## News



## NEW: White Paper

With the White Paper option you can publish a multi page document in the PDF format (for example case studies, application stories) on the C2 Website, which will be offered to readers for download.

The download is provided with a contact form to generate qualified leads.

The booking of the White Paper special includes the transfer of all generated leads.

Your white paper will be additionally advertised on the C2 website (medium rectangle, leaderboard or skyscraper) and in the according newsletter (banner or advertorial).

All ad formats will also appear on mobile devices (except skyscrapers).

## NEW: Advertorial on the webpage in the News Section

Get more visibility and reach! The C2 website offers the perfect platform for your advertorial. Your content will be published in the news section and linked to a detailed news page. Additionally it will be temporarily displayed on the homepage and in the current e-newsletter. (Your content will be marked as "Advertisement" in accordance with the legal requirements)

