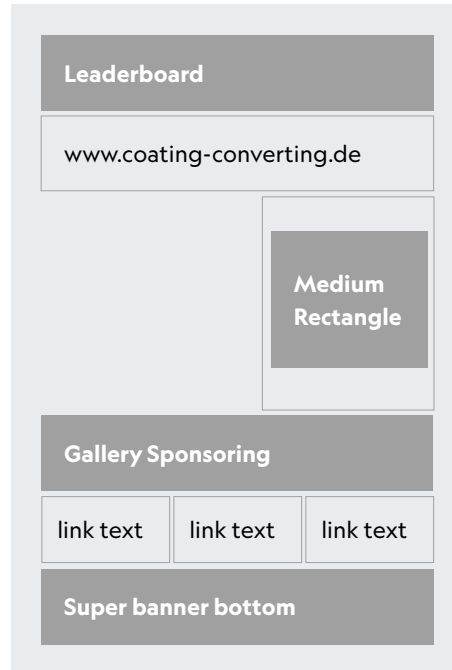


# WEBSITE ADVERTISING



[www.coating-converting.de/Homepage](http://www.coating-converting.de/Homepage)  
[www.coating-converting.com/Homepage](http://www.coating-converting.com/Homepage)



[www.coating-converting.de/News](http://www.coating-converting.de/News)  
[www.coating-converting.com/News](http://www.coating-converting.com/News)



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



## White Paper

White Papers can be extremely valuable documents for gaining new customers.

### YOUR BENEFIT:

- Attention-grabbing placement at the start page
- Qualified lead generation for your business with new customers
- Extensive presentation opportunities in the form of
  - User experiences
  - Case studies
  - Problem solutions

- Additional advertising of the White Paper by means of a banner or text, or text/image ad.

Prices upon request

## Advertorial

For more visibility and reach: Your advertising text in the layout of an article in the suitable environment. The advertorial consists of a teaser on the news page and an accompanying associated news detail page. It is played out temporarily on the start page and advertised in one newsletter. Your advertorial will be marked with the word „advertisement“ in accordance with the legal requirements.



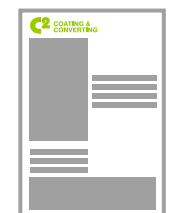
### HOMEPAGE



### LANDINGPAGE



### PDF-DOWNLOAD



# WEBSITE ADVERTISING



## BANNER ADVERTISEMENTS ON THE C2 WEBSITES WWW.COATING-CONVERTING.COM / WWW.COATING-CONVERTING.DE

ADVERT TYPE / SIZE	SECTIONS	SINGLE SECTION	ALL SECTIONS
<b>Leaderboard</b> 728 × 90 px	Homepage, News or Events	€ 690 / month € 6900 / year	€ 995 / month € 9950 / year
<b>Skyscraper</b> 200 × 600 px	Homepage, News or Events	€ 690 / month € 6900 / year	€ 995 / month € 9950 / year
<b>Medium Rectangle</b> 300 × 250 px	Homepage	€ 740 / month € 7400 / year	-
<b>NEW</b> Increase your reach now and add the booked medium rectangle into the fitting Newsletter! Overall price €995			
<b>Gallery Sponsoring</b> 300 × 180 px	Homepage	€ 590 / month € 5900 / year	-
<b>Super banner bottom</b> 300 × 250 px	Homepage or News	€ 290 / month	€ 390 / month
<b>Content Banner</b> 468 × 90 px	News	€ 740 / month € 7400 / year	-
<b>Advertorial</b> 180 × 300 px, 620×350 px + Überschrift + max. 2000 Zeichen	News with link to detailed news page	€ 750 / month	-
<b>Standard Banner*</b> 287 × 90 px	News or Events	€ 995 / year	€ 1450 / year
<b>NEW</b> <b>White Paper</b>	Your multi-page document will be displayed as a White Paper (PDF) on the website (ad placement as medium rectangle, super banner or skyscraper) to download for the users		Price on request

For all advertising formats: volume approx. 100 KB. The usual file formats are accepted: jpg, gif, png, HTML5, Redirect.  
All ad formats will also appear on mobile devices (except skyscrapers).

\*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.