

Media Kit 2014: Banner Advertisement - tekcom.de

Site Traffic	Approx. 25,000 visitors a month
Visitor Profile	86% of the total visitors are from German speaking countries (Germany, Austria, Switzerland)
Format	Full-size-banner (468x60 pixels) in GIF, JPG or Flash
Placement	Banner exchange program randomly

Booking options:

Monthly banner advertisement. In addition, there is the possibility to display your banner in selected categories.

Monthly Banner Advertisement	Homepage / Landing page Conference Portal WebForum		Category Selection (Price per Category)	
	Price for tekcom Corporate Members	Price for Non- Members	Price for tekcom Corporate Members	Price for Non- Members
Up to 2 months	310 € / month	410 € / month	60 € / month	70 € / month
From 3-5 months	295 € / month	395 € / month	55 € / month	65 € / month
From 6-8 months	280 € / month	380 € / month	50 € / month	60 € / month
From 9-11 months	265 € / month	365 € / month	45 € / month	55 € / month
From 12 months and up	250 € / month	350 € / month	40 € / month	50 € / month

Possible Selection of Categories:

- Careers & Education
- Laws & Guidelines (Norms)
- Information Development
- Information Management
- Localization
- Management
- Online Information
- Writing & Terminology
- Software Tools
- Usability

****All prices exclude VAT ****

Cross-Media Offer:

Book a banner advertisement on www.tekcom.de
and save **25%** on the banner advertisements on www.tcworld.info

Contact:

Sales Team
tcworld GmbH
+49 711 65704-52 / 55 / 57
sales@tekcom.de

Media Kit 2014: Banner Advertisement - tcworld.info

The English online magazine tcworld.info offers its readers information on the topic "Information Management" and is aimed at an international audience in the field of technical communication.

Site Traffic	Approx. 10,500 visitors a month
Visitor Profile	50% of the total visitors are from English-speaking countries (USA, UK, India, Canada, Australia)
Format	Full-size banner (468x60 pixels) in GIF, JPG or Flash <i>(The website is international. Thus, all banner advertisements must be in English.)</i>
Placement	Banner exchange program randomly

Booking Options:

Monthly banner advertisement. In addition, there is the possibility to display your banner in selected categories.

Monthly Banner Advertisement	Homepage / Landing page Conference Portal WebForum		Category selection (Price per Category)	
	Price for tekom Corporate Members	Price for Non- Members	Price for tekom Corporate Members	Price for Non- Members
Up to 2 months	150 € / month	250 € / month	30 € / month	40 € / month
From 3-5 months	140 € / month	240 € / month	25 € / month	35 € / month
From 6-8 months	130 € / month	230 € / month	20 € / month	30 € / month
From 9-11 months	120 € / month	220 € / month	15 € / month	25 € / month
From 12 months and up	110 € / month	210 € / month	10 € / month	20 € / month

Possible Selection of Categories:

- e-magazine
- Events
- News
- Service
- Education & Training

****All prices exclude VAT ****

Kindly note the Cross-Media Offer on page 1.

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