

Price list online 2022

www.ist-surfacetechnology.com



Basic information:

Usage data:

Page impressions: 1,213 | visits: 581 (Sept. 2021)

Source: Google Analytics

Newsletter subscribers:

2,650 (Sept. 2021, current number of recipients on request)

Frequency:

Monthly newsletter

Target group:

Decision-makers from all sectors of the industry involving surface engineering, including the automotive industry, mechanical engineering, metal products manufacture, and precision engineering/optics.

Brief description:

ist-surfacetechnology.com provides current, practice-based and user-oriented coverage on all subjects relating to surface technology, such as: coating systems, electroplating, cleaning, pretreatment, abrasive blasting, sanding, measuring and testing technologies, etc.

Webformats	pixel (w x h)	kb	cpm
Superbanner (big size)	728 x 90	max. 120	€ 80
Skyscraper	120 x 600	max. 120	€ 80
Wide skyscraper	160 x 600 or 200 x 600	max. 120	€ 80
Medium rectangle site rotation	300 x 250	max. 120	€ 80
Expandable rectangle	from 300 x 250 to 300 x 600	max. 120	€ 130
Wallpaper (super-banner + skyscraper)	728 x 90 + 120 x 600	max. 120	€ 160
Half page	300 x 600	max. 120	€ 160
Billboard	770 / 800 / 870 or 970 x 250	max. 120	€ 95

Newsletter formats	pixel (w x h)	kb	fixed price
Text ad small + logo / picture (gif / jpeg) *	pic 263 x 186 text 300 characters **	max. 45	€ 450
Text ad large + logo / picture (gif / jpeg) *	pic 263 x 186 text 650 characters **	max. 45	€ 550
Fullsize banner (gif / jpeg) *	468 x 60	max. 45	€ 550
Rectangle (gif / jpeg) *	300 x 250	max. 45	€ 550

* not animated files | ** incl. spaces

Payment conditions | data delivery

Valid for Germany: additional VAT applies to all prices listed; payment within 10 days with 2% discount, net within 30 days after invoice date; 15% agency commission; payment due: upon receipt of invoice.

Banking information: Springer Fachmedien Wiesbaden GmbH, Deutsche Bank Berlin, Bank Nr. (BLZ): 100 700 00 | Account Nr.: 069700300 | Swift/BIC: DEUTDEBB IBAN: DE09 1007 0000 0069 7003 00

Delivery deadline: up to 5 business days before placement to: banner-wiesbaden@springernature.com

You can find our specification for online advertising at: www.springerfachmedien-wiesbaden.de/en/media-sales/data-delivery

You can find our general terms and conditions at: www.springerfachmedien-wiesbaden.de/en/media-sales/gtc

Content-based online special ads	period	price
Product news	2 months	€ 750
Advertorial	3 months	€ 990
Whitepaper	3 months	€ 990
Branchenmonitor	once to IST Newsletter	€ 3,490
IST partnership	JOT Newsletter	€ 3,490
Topic special-microsite	12 months	€ 1,950 € 6,9000

Benefits of content-based online special ads:

- > Permanent presence for your brand
- > Embedded in the editorial setting
- > Search-engine-relevant integration
- > Communication using a target-group-specific channel with impressive reach

CONTACT

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