

## Price list online 2022

www.adhaesion.com



### Basic information:

#### Usage data Springer Professional:

Page impressions: 1,200,000 | visits: 550,000 Ø

Source: Google Analytics



#### Subscribers newsletter bonding and sealing technology:

2,927 (Oct. 2021, current number of recipients on request)

#### Frequency:

fortnightly, every 2<sup>nd</sup> and 4<sup>th</sup> Wednesday of the month

Web formats	pixel (w x h)	kb	cpm
Fullscreen banner	468 x 60	max. 120	€ 100
Superbanner (big size)	728 x 90	max. 120	€ 100
Skyscraper	120 x 600	max. 120	€ 110
Wide skyscraper	160 x 600 or 200 x 600	max. 120	€ 110
Medium rectangle	300 x 250	max. 120	€ 100
Wallpaper (superbanner + skyscraper)	728 x 90 + 120 x 600	max. 120	€ 180
Billboard	770 / 800 / 870 or 970 x 250	max. 120	€ 180
Half page	300 x 600	max. 120	€ 180

### Target group:

Decision-makers and specialists engaged in innovative joining and bonding technologies from sectors including automotive, aviation, wood and furniture, paper and packaging, construction, electronics, machinery and appliances, and textiles.

### Brief description:

adhaesion.com offers articles on innovative bonding and joining technology news for German speaking countries. The website also offers current information on the application-based bonding technology research from the „Research in bonding technology“ database.

Newsletter formats	pixel (w x h)	kb	fixed price
Text ad small + logo / picture (gif / jpeg) *	pic 140 x 100 text 300 characters **	max. 45	€ 500
Text ad large + logo / picture (gif / jpeg) *	pic 140 x 100 text 650 characters **	max. 45	€ 600
Fullscreen banner (gif / jpeg) *	468 x 60	max. 45	€ 600
Rectangle (gif / jpeg) *	300 x 250	max. 45	€ 600
Premium banner (gif / jpeg) *	600 x 315	max. 45	€ 800

\* 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

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