

media pack 2012

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content

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What is Plasteurope.com?

The information portal Plasteurope.com is part of KI – Kunststoff Information and PIE – Plastics Information Europe, one of the leading content providers for the plastics industry. This site has been offering daily updated business news and reports, a suppliers guide, articles on new products and much more for almost 10 years already.

The “job opportunities“ section (powered by the German plastics portal KunststoffWeb) is one of Germany’s most popular job portals.

In addition, Plasteurope.com offers its readers special price reports for standard and engineering thermoplastics, composites and recyclates, the latest on polymer prices as well as the “Plastixx“ polymer price index. Other useful sources of information are the calendar of events and numerous films and video clips about the world of plastics.

Some of the articles offered by Plasteurope.com are premium content of PIE - Plastics Information Europe (www.pieweb.com).

Advertising on Plasteurope.com

Do you want your marketing message to reach the plastics industry throughout the world?

Online marketing is more effective than ever before and can deliver big results on a small budget. To make the most of this new reality, it is crucial to focus on those websites frequented by your customers.

Traffic on Plasteurope.com has increased almost every month since the site was first launched in October 2001. Backed by a large and experienced news staff, the daily news offered on Plasteurope.com are vital to your customers’ business. Placing your ad alongside that content allows your message to be seen!

Plasteurope.com is updated every business day, with all the latest industry news delivered straight to your screen via the internet and e-mail newsletter. The daily newsletter is free to subscribers. Based on the editorial content of PIE-Plastics Information Europe Plasteurope.com truly is a daily news source of maximum quality!

Plasteurope.com can help spread your message throughout the world!

Banner advertisement at Plasteurope.com

This option allows advertisers to effectively target their customers 24 hours a day, 7 days a week. Our daily news update, compiled by an international team of experienced plastics industry journalists, is a must-read throughout the industry.

Make the most of this direct means of communicating with the industry's commercial and technical decision-makers!



www.plasteurope.com

Banner sizes

K1: fullsize, top of the page (468 x 60 px)

K2: halfsize, top of the page (234 x 60 px)

M: fullsize, middle of the page (600 x 60 px)

R1: right column (340 x 100 px)

R2: right column (340 x 200 px)

R3: skyscraper, right column (340 x 400 px)



Other formats and sizes may be available upon request. Just ask us!

Banner rates

Category	K1	K2	M	R1	R2	RS
Homepage	750.00	500.00	750.00	500.00	300.00	1.000.00
News	750.00	500.00	750.00	500.00	300.00	1.000.00
Polymer Prices	400.00	200.00	400.00	200.00	100.00	750.00
Suppliers Guide	400.00	200.00	not available	200.00	100.00	750.00
Job Opportunities	400.00	200.00	not available	200.00	100.00	750.00

Calculation and form of payment

All prices are in EUR and cover the period of one month, plus VAT. An invoice will be sent once the banner term commences and is payable within 30 days. Agency commission: 15%

Discounts

Awarded for placing a banner in one single calendar year:

- 3 months 6%
- 6 months 12%
- 12 months 24%

The discount applies solely to the ad placement costs.

Banner format

JPEG, GIF or Flash (SWF). We can also include HTML-Code from your server.

Data delivery

By e-mail, at least 3 days prior to the banner's launch, to info@plasteurope.com

Banner design

In return for a fee, we can also design animated banners (GIF). Send us your text and logo to receive a personal offer!

Banner advertisement at PIEWeb.com

PIE Plastics Information Europe (www.pieweb.com), the well-known subscription-only newsletter and online portal, boasts user-friendly, daily updated online coverage of the industry's most important news.

This valuable source of plastics information also offers staff-researched price reports on standard and technical thermoplastics, polyurethanes and PET, as well as industry reports – including market trends and other background articles – all supplemented by photos, charts and maps and links via PDF to other information sources. Additional attractive features of this website are the opportunity to create individualised polymer price charts and the personal archive feature.



www.pieweb.com

Banner sizes

K1: fullsize, top of the page (468 x 60 px)

K2: halFSIZE, top of the page (234 x 60 px)

Banner rates

EUR 975.00

EUR 650.00

Your banner will appear on all pages of the PIE Website.

Other formats and sizes may be available upon request.

For banner formats, data delivery, payment and discounts see “banner advertisement at Plasteurope.com“.

Plasteurope.com and PIEWeb.com combined:

K1: EUR 1,275.00 per month

K2: EUR 850.00 per month

Identical banner and period.

PIEWeb.com: all categories,

Plasteurope.com: homepage or news category.

Newsletter advertisements

With crucial information on the latest news and industry developments, the Plasteurope.com newsletters are a must-read for specialists and executive decision-makers:

The latest news, information on new products, job opportunities, events and much more, straight to your screen – either daily or weekly. These newsletters will help your advertisements reach their target audience!

Advertising material

Text advertisement:

max. 400 characters, one picture (GIF or JPEG),
max. 10 KB, size max. 200 x 200 px plus link

Banner advertisement:

468 x 60 px, max. 50 KB, HTML, GIF or JPEG banner;
alternative text max. 400 characters,
special formats upon request

Data delivery

By e-mail, at least 3 days prior to the advertisements launch, to info@plasteurope.com.

Newsletter rates

Newsletter	Text ad	Banner ad
daily + weekly	EUR 150.00 per week	EUR 100.00 per week

Calculation and form of payment

All prices are in EUR and cover one week, plus VAT. An invoice will be sent once the banner term commences and is payable within 30 days. Agency commission: 15%

Discounts

3 weeks	10%
4 weeks	20%
6 weeks	40%

Discounts for longer booking periods are available upon request.

Newsletter sponsoring

If you are interested in sponsoring the Plasteurope newsletter please contact us so we can send you an individual offer.

NEW: Newsletter advertising in “**PIE express**“ available upon request.

Job opportunities

Find qualified staff for your company: The extensive “job opportunities” section, devoted exclusively to the plastics industry, allows you to find exactly the kind of people you are looking for. You, too, can benefit from our service!

Our offer:

- immediate publication of your job ad **within 48 hours**
- your job ad will remain online for a period of **two months**
- full technical processing and design for the Internet
- monthly publication of your job ad as a **joblink in the printed insert** of *KI – Kunststoff Information* in Germany, Switzerland and Austria
- forwarding of your job ad via the newsletters of *Plasteurope.com* and *KunststoffWeb*
- premium co-operation with *KunststoffWeb*, *KI – Kunststoff Information* and other important organizations of the plastics industry in Germany and Switzerland

Partners:



Rates

Job advertisement	EUR
all-inclusive price (for two months)	480.00
special offer for new customers	333.00
two months extension (updated placement)	249.00
one month extension (same placement)	free
contingents (three or more advertisements)	upon request

NEW to Plasteurope.com?
Post your first job offer for free!

Get to know the job opportunities section and save EUR 333,- with your first job advertisement!

Just go to **www.plasteurope.com** and click on „Special order form...“

special offer

Technical data:

Required documents:

A PDF of the advertisement and, where applicable, a digital copy of the graphic elements (GIF or JPG). Alternatively you can send us a Word file with a copy of the advertisement and your company logo or HTML template. You will receive a preview of your job posting by e-mail before it is published!

Please send the data by e-mail to info@plasteurope.com.

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