

media pack 2010

profile – services – rates

content

- profile of Plasteurope and PIE
- banner advertisement
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- job opportunities
- supplier's guide

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 supplier's guide with entries on more than 3,100 companies, 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, 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 movie 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 reap most benefits, it is crucial to choose the 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 for PIE

This option allows advertisers to effectively target their group of customers 24 hours a day, 7 days a week. Our daily news update, produced 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!

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!



www.kunststoffweb.de



www.plasteurope.com



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!

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:

Daily news, information on new products, job opportunities, events and much more, straight to your screen – 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 advertisement's 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.

Job opportunities

Find qualified staff for your company: The extensive "Job opportunities" section, devoted specifically to the plastics industry, allows you to find precisely the people you are looking for. You, too, can benefit from our service!

Our services:

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



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
two months extension (same placement)	free
contingents (five or more advertisements)	upon request

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.

Suppliers Guide

The big trade directory for the plastics industry: Inform your customers and business partners about your products and services! More than 3.190 companies are already listed in the directory – are you?

benefits	general entry	premium entry
postal adress	✓	✓
phone/fax	✓	✓
general information	✓	✓
events	✓	✓
www-link	—	✓
e-mail-link	—	✓
e-mail-forwarding	—	✓
company logo	—	✓
certifications	—	✓
up to five additional weblinks	—	✓
up to five contact persons	—	✓
company portrait with pics	—	✓
product range	—	✓
trade names	—	✓
accentuation in the summary	—	✓

Rates

number of keywords	EUR per month
general entry	
up to 6 keywords	free
premium entry	
up to 3 keywords	25.00
4 to 6 keywords	40.00
7 to 10 keywords	50.00
from 11 keywords	55.00 (plus 5.00 for each additional keyword)

All prices are in EUR, plus VAT.

Special free-of-charge event-service:

Publish your events on Plasteurope.com!

Sign up for a free general entry and publish all relevant data on your events and fairs in the event calendar of Plasteurope.com!

Get a premium entry for free!

Just add a link to Plasteurope.com on your website and get a free premium entry worth EUR 480.00!

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