

**Marketing-Service:
Online- und Katalogeinträge
Marketing Service:
Online and Catalogue Entries**

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Product Overview

Offizielle Servicepartner Official Service Partner



A. Sutter Fair Business GmbH
Kundenbetreuung/Customer service MEDICA 2011
Tel. +49(0)201/52353170 – Fax +49(0)201/523532170
medica@sutter.de



beta-web GmbH
Produktmanagement/Product Management MEDICA 2011
Tel. +49(0)228/91937-32 – Fax +49(0)228/91937-43
medica@beta-web.de



Service-Partner	Product	Internet Portal	Catalogue	App	KATI	Order Form	Price plus VAT
(S)	Basic entry	■	■	■	■	E 01	0.- €
(S)	Company logo	■	■	■	■	E 02	250.- €
(S)	Additional text		■			E 02	158.- €
(S)	Line of reference numbers		■			E 02	60.- €
NEW (S)	QR code + tiny URL		■			E 02	250.- €
(S)	Entry in the product categories (1 entry included in the media fee)	■ 1 free of charge	■ 1 free of charge	■ 1 free of charge	■ 1 free of charge	E 03	41.- €
(S)	Logo in the product categories		■			E 03	140.- €
NEW (S)	Company entry „Top of the List“ cross media	■	■		■	E 03 + E 05	500.- €
(S)	Full ad		■			E 04	3,210.- €
(S)	Half ad		■			E 04	1,890.- €
NEW (S)	Animated company logo	■				E 05	350.- €
(S)	Mobile Advertising	■				E 05	1,000.- €

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**Product Overview:
Advertising Banners in the MEDICA Portal**



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Service-Partner	Product	Internet Portal	Catalogue	KATI	Order Form	Price plus VAT
(S)	Expandable Banner	■			E 06	5,000.- €
(S)	Small Banner on different pages	■			E 06	500.- € – 1,800.- €
(b)	Skyscraper Banner on different pages	■			E 07	45.- €/CPM*
(b)	Fullsize Banner on different pages	■			E 07	17.- €/CPM*
(b)	Rectangle Banner on different pages	■			E 07	15.- €/CPM*
(b)	Rectangle „Photogallery“	■			E 07	600.- €
(b)	Keyword Banner in the news section	■			E 07	starting from 120.- €
(b)	Company article – Advertorial	■			E 07	starting from 550.- €
(b)	Newsletter Ads and Email Marketing	■			E 07	starting from 2,000.- €
(b)	Twitter Ads	■			E 07	on request
(b)	Sweepstake Sponsoring	■			E 07	300.- €
(b)	Spot-the-difference Sponsoring	■			E 07	400.- €
(S)	WebClip – Cutting and upload of existing video material length: 2 - 3 minutes	■			E 08	250.- € – 1,500.- €
NEW (S)	WebClip – Production at company's location an upload to MEDICA Portal length: 2 - 3 minutes	■			E 08	850.- € – 2,100.- €
(b)	Video Production – Product presentation at your trade fair stand length: 1 minute	■			E 09	648.- €
(b)	Video Production – Moderated product presentation at your trade fair stand length: 2.5 minutes	■			E 09	898.- €
(b)	Video Production – trade fair image clip length: 5 minutes	■			E 09	1,243.- €

* Prices refer to one language version: German or English.

All prices do not include the 19% applicable statutory value-added tax. **With the publication of this price list, older media data is no longer valid.** The prices in each case is a cost per mille (CPM) and does not include applicable statutory value-added tax, defined as the price for 1,000 displays of your banner in the MEDICA Portal. CPM vary by number of bookings and type of advertisement. The campaign duration is variable. The count by adserver is the basis for all data and billing. You will receive a closing report at the end of your campaign via e-mail.