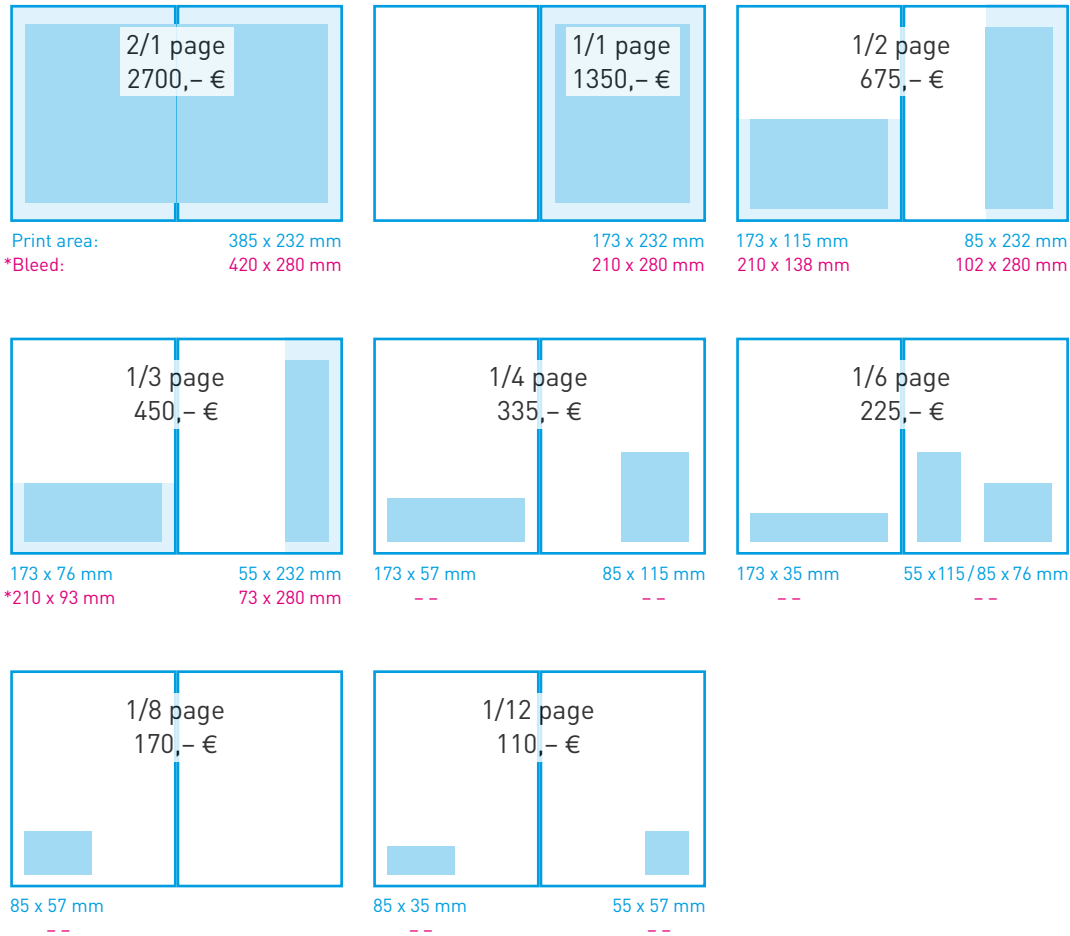


# Product Advertisements – formats and prices

Sample prices b/w



\*Final size after trim – before trim + 3mm on all edges. All sizes in millimeters.  
Other sizes only after consultation.

page	width x height	b/w	2 colours	3 colours	4 colours
2/1 bleed	420 x 280 mm	2700,- €	3560,- €	4480,- €	5400,- €
1/1 bleed	210 x 280 mm	1350,- €	1780,- €	2240,- €	2700,- €
1/1	173 x 232 mm	1350,- €	1780,- €	2240,- €	2700,- €
1/2 horizontal bleed	210 x 138 mm	675,- €	890,- €	1120,- €	1350,- €
1/2 horizontal	173 x 115 mm	675,- €	890,- €	1120,- €	1350,- €
1/2 vertical bleed	102 x 280 mm	675,- €	890,- €	1120,- €	1350,- €
1/2 vertical	85 x 232 mm	675,- €	890,- €	1120,- €	1350,- €
1/3 horizontal bleed	210 x 93 mm	450,- €	595,- €	745,- €	900,- €
1/3 horizontal	173 x 76 mm	450,- €	595,- €	745,- €	900,- €
1/3 vertical bleed	73 x 280 mm	450,- €	595,- €	745,- €	900,- €
1/3 vertical	55 x 232 mm	450,- €	595,- €	745,- €	900,- €
1/4 horizontal	173 x 57 mm	335,- €	445,- €	560,- €	675,- €
1/4 vertical	85 x 115 mm	335,- €	445,- €	560,- €	675,- €
1/6 horizontal	173 x 35 mm	225,- €	295,- €	375,- €	450,- €
1/6 vertical	55 x 115 mm	225,- €	295,- €	375,- €	450,- €
1/6 normal	85 x 76 mm	225,- €	295,- €	375,- €	450,- €
1/8 horizontal	85 x 57 mm	170,- €	220,- €	280,- €	340,- €
1/12 horizontal	85 x 35 mm	110,- €	150,- €	185,- €	225,- €
1/12 vertical	55 x 57 mm	110,- €	150,- €	185,- €	225,- €

## Premium Positioning

outside back cover: full colour 4000,- €

inside front or back cover: full colour 3700,- €

From 1/3 page extra charge of 10% on all fixed positions.

## discount by frequency

5% 2 issues or 1 full page

10% 3 issues or 2 full pages

15% 4 issues or 3 full pages

20% 5 issues or 4 full pages

## Combination discount

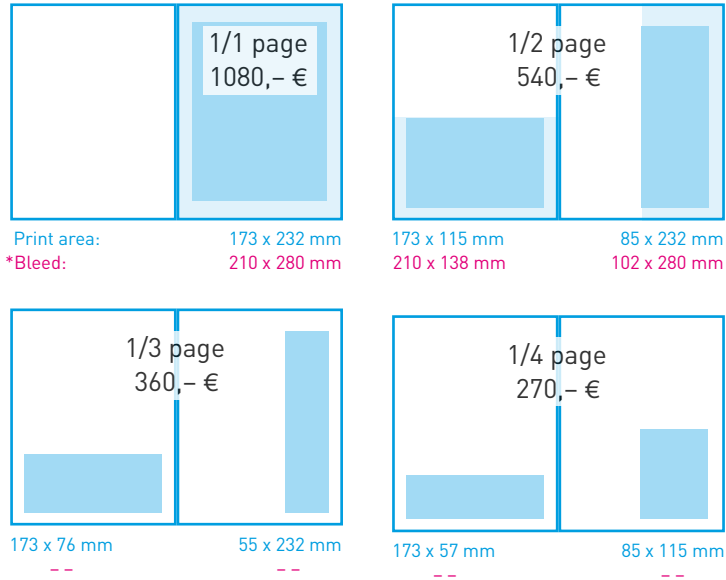
Combination discounts are granted for placements of ads in **neue energie** und **new energy**.

## Special conditions

For BWE members on demand.

# Job Advertisements – formats and prices

Sample prices b/w



\*Final size after trim – before trim + 3mm on all edges. All sizes in millimeters.  
Other sizes only after consultation.

Employment adverts	width x height	b/w	2 colours	3 colours	4 colours
1/1 bleed	210 x 280 mm	1080,- €	1440,- €	1795,- €	2160,- €
1/1	173 x 232 mm	1080,- €	1440,- €	1795,- €	2160,- €
1/2 horizontal bleed	210 x 138 mm	540,- €	720,- €	900,- €	1080,- €
1/2 horizontal	173 x 115 mm	540,- €	720,- €	900,- €	1080,- €
1/2 vertical bleed	102 x 280 mm	540,- €	720,- €	900,- €	1080,- €
1/2 vertical	85 x 232 mm	540,- €	720,- €	900,- €	1080,- €
1/3 horizontal	173 x 76 mm	360,- €	480,- €	600,- €	720,- €
1/3 vertical	55 x 232 mm	360,- €	480,- €	600,- €	720,- €
1/4 horizontal	173 x 57 mm	270,- €	360,- €	450,- €	540,- €
1/4 vertical	85 x 115 mm	270,- €	360,- €	450,- €	540,- €

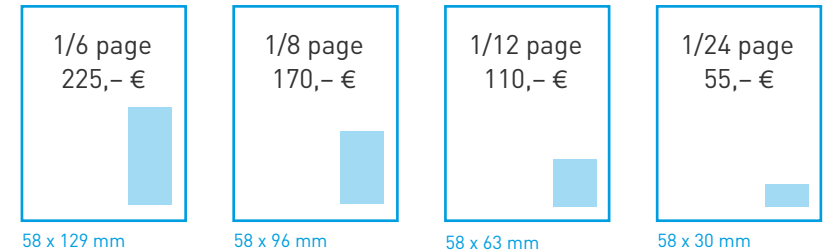
Other sizes only after consultation.

# Classified Directory – formats and prices

The list of companies makes up the industry's info pages!

How about presenting your company in each issue in your specific section?

Rates of the format examples b/w.



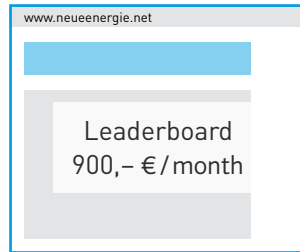
Classified directory	width x height	b/w	2 colours	3 colours	4 colours
1/6	58 x 129 mm	225,- €	295,- €	375,- €	450,- €
1/8	58 x 96 mm	170,- €	220,- €	280,- €	340,- €
1/12	58 x 63 mm	110,- €	150,- €	185,- €	225,- €
1/24	58 x 30 mm	55,- €	75,- €	95,- €	110,- €

Other sizes only after consultation.

# Online formats and prices auf [www.neueenergie.net](http://www.neueenergie.net) und [www.newenergy.info](http://www.newenergy.info)



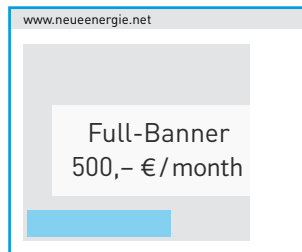
Wallpaper  
728 x 90 px (left part) and  
160 x 600px (right part)



Leaderboard  
970 x 250 px



Skyscraper  
160 x 600 px



Full-Banner  
970 x 250 px



Banner  
300 x 250 px

## online-advertorial on homepage ([www.newenergy.info](http://www.newenergy.info))

text: 3000 characters  
teasing image file (260 x 260px)  
image file (630 x 330 px) above advertorial text  
duration – four weeks: 1750 euros  
no permission of discount by frequency

## Discount by month

5% after 4 month  
10% after 6 month  
15% after 8 month  
20% after 12 month

## Combination discount

If you place your ad in both portals (German + English), we will grant you a combination discount of 10%.

## File formats

The ad banners must have the following formats:

- .jpg = unanimated image format
- .png = unanimated image format
- .gif = animated or unanimated image format

## Your page's URL

Please submit the URL to which the banner is to be linked.

## File size

The file size of individual ad banners should not exceed 50 KB.

All prices exclude the statutory VAT.

## More advertising options

### Event schedule:

Place your event in our schedule and attract much attention.  
Your data: the date, the place, and a text (100 characters).  
Online: 100 euros per month, 600 euros for 12 months.  
Print: 150 euros per month.  
Print/online combination: 200 euros per month.

### Online job market:

Are you looking for new qualified personnel for your company?  
470 euros for 4 weeks online.  
Combination discount of 50% on your online ad if you place a print ad simultaneously!

### Online classified directory:

Are you looking for new customers? So, do use the classified directory online as well.  
Standard record: postal address, phone number, e-mail address, and link to your web site  
120 euros per 3 months.  
Premium record: company logo/image, text (300 characters), postal address, phone number, e-mail address, and link to your web site  
270 euros for 3 months.