With the online portal IndustryArena you will find the best preconditions to optimize your contacts, to generate leads and place relevant presence directly on your target group. We are glad to find customized solutions for your individual requirements and targets for your success. Recurrent trade visitors with long browsing times in a constantly growing knowledge base speak for themselves. The origin of IndustryArena, CNC-Arena was founded in 2001. With more than 500,000 registered members, it is the leading specialist portal for the manufacturing industry. With our work we support the online presentation of prominent manufacturers in their target audience.

Our services consist of three areas

We are an internet service provider for digital communication in the manufacturing sector, consulting agency for social media marketing and publishing house for digital publications.
A strong partner for your advertising

IndustryArena Introduction

Membership growth

Occupational groups as a percentage:

- 46% Users / skilled workers (Referral marketing)
- 34% Decision-makers / purchasers (researching suppliers & products)
- 13% Education / Students (knowledge development)
- 7% Miscellaneous

Target sectors in the community

- Automotive Industry
- Metal & Plastics Processing
- Tool- & Mould-Making
- Aviation Industry
- Medical Technologies
- Machinery & Plant Engineering
- Science & Research
- Training & Further Education
- Software & Information Technology
- Electrical Industry, Measuring & Control Engineering

Access statistics (IndustryArena.com + CNCzone.com)

- Registered Members: 500,000
- Unique visitors / month: 470,000
- Page impressions / month: 2,300,000
- Specialist articles: 2,035,000
- Number of discussion forums: 525

Distribution by continents

- Europe: 39.52%
- America: 42.19%
- Asia: 13.64%
- Oceania: 2.82%
- Africa: 1.83%

Users / skilled workers (Referral marketing)

Decision-makers / purchasers (researching suppliers & products)

Education / Students (knowledge development)

Miscellaneous

Occupational groups as a percentage

Registered Members

Unique visitors / month

Page impressions / month

Specialist articles

Number of discussion forums

Top ranking at leading search engines

IndustryArena GmbH • Katzbergstr. 3 • D-40764 Langenfeld • +49 2173 89 33 2 00 • +49 2173 89 33 2 22 • info@industryarena.com • www.industryarena.com
Advertise in an appealing environment with high ranges.

Among classical banner advertisements, IndustryArena unites users as well as decision makers.

Precise structured possibilities show an exclusive presence with immediate contact to a highly active network of members and trade visitors.
Leaderboard
728 x 90 Pixel
A Leaderboard above the content attracts highest attention. This advertising space provides a lot of room for the advertising message to put across.

Large Leaderboard
970 x 90 Pixel
Large leaderboard, situated above content, extends to the whole width to attract highest attention.

Skyscraper
120 x 600 Pixel
Skyscrapers are advertising spaces on the right of the website and can be compared with a 1/4 advertising page in the print area. The attractive integration guarantees a high level of attention.

Expandable Skyscraper
120 (420) x 600 Pixel
The expandable skyscraper is a combination of banners and flash layers. A mouseover effect triggers an extension into the content area of the advertising medium.

Video Ad
300 x 255 Pixel
Video ads guarantee the highest attention of your target audience. As videos are the latest trend in advertising, a video ad is a simple, flexible way to use this technology.

Hockeystick
728 x 90 und 120 x 600 Pixel
Video ads guarantee the highest attention of your target audience. As videos are the latest trend in advertising, a video ad is a simple, flexible way to use this technology.

Billboard
970 x 250 Pixel
Use the Billboard Ad to present your brand with an effective advertising.

Premium
1920 x 330 Pixel
The premium banner guarantees you the biggest advertising space on our frontpage.

All prices are subject to VAT and always payable in advance. *CPM = cost per mille (1,000 Adviews) Ad views = number of visitors with visual contact to your ad

IndustryArena GmbH • Katzbergstr. 3 • D-40764 Langenfeld +49 2173 89 33 2 00 +49 2173 89 33 2 22 info@industryarena.com www.industryarena.com
### IndustryArena Newsletter

- The IndustryArena Newsletter is sent monthly.
- More than 100,000 German-speaking and 200,000 English newsletter recipients.
- The premium banner is placed between header and introduction.
- The professional banners appear between editorial bulletins.
- Text Ads appear as editorial bulletins.

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Bookings</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
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<tbody>
<tr>
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<tr>
<td>Price / Newsletter</td>
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<td>€800</td>
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<td>Price / Newsletter</td>
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<tr>
<td>Total Price</td>
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<td>€800</td>
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<td>€3600</td>
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<tbody>
<tr>
<td><strong>News Professional Banner: 600 x 90 pixels</strong></td>
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<td>€600</td>
<td>€1500</td>
<td>€2400</td>
<td>€3600</td>
</tr>
</tbody>
</table>

Data delivery will be in English, German or Spanish.

All prices are subject to VAT and always payable in advance.
Effective inbound marketing succeeds by enthusiasm and useful content of the target group.
Place your content in a strong network, make new contacts and build up business relations successfully.

We already inspire more than 4,700 company members with realistic targets, a distinguished expert community and a focussed media mix.

CLASSIC MEMBERSHIP
With additional modules and functions our Newsroom CLASSIC offers companies perfect conditions for efficient inbound content marketing.

PREMIUM MEMBERSHIP
Companies receive a microsite with high visibility and optimized coverage of the target group market with our Newsroom PREMIUM.

PREMIUM PLUS MEMBERSHIP
The Newsroom PREMIUM PLUS provides the complete range of tools for a maximized visibility in the target group and additional services.
The focus of the Social Media Newsrooms is on the multimedia based, aggregated presentation of your products, services and network activities. Our team is specialised in the target orientated distribution of contents in the Web 2.0.

In order to be able to operate fast and efficiently we have developed the Social Media Newsroom. This provides us with an intuitive company tool for up-to-date content marketing. Embedded in your target group, the Social Media Newsroom offers all the possibilities of a networked company communication and serves as a base for all social media activities.

Your advantages at a glance:

**A strong partner for your success**
By using the Social Media Newsroom you will not only keep in touch with your target group. You will also benefit from the professional help and support of our competent team of experts. Effective service for your effective content marketing!

**Targeted content marketing**
The most effective content marketing is reached by creating loyalty and enthusiasm within the target group. Place your information on a strong platform, make new contacts and start building profitable business contacts.

**Modular system without loss of identity**
User-friendly CMS software allows a variable page structure and makes editorial control and regular updates easy and fast.
At the click of a button all your information can be shared on social networks.

**Search engine optimization included**
Our Social Media Newsroom is the best starting point to improve ranking and visibility of your online presence.
Moving you forward!
The Social Media Newsroom of IndustryArena is the best initial point to improve the range of your online presence with effective content marketing. Use the advantage of immediate networking with your target audience.

PREMIUM Portal - example of layout and widgets:

1. **Timeline** - Display the most recent articles (choose from all modules)
2. **Supplier information** - Contact address with vCard, route planner, website
3. **Recruitment market** - Supply of your demand for specialists
4. **Video channel** - Present your product and image videos
5. **Latest forum posts** - Recent forum activities at a glance
6. **Social Networks** - Link to your social media networks
7. **Key word cloud** – Visualized information with linked keywords
8. **Event calendar** - Show your fair dates and events

Example for the design!
User defined boxes and free definable modules help to design your Newsroom.

Also included:
Free definable tab navigation, tag cloud to show most important information, forum, free designable header and background, freely selectable colours, search function.

(see overview of modules on the following page)
### Classic
- **Newsroom**
  - Newsroom with address, company logo and presentation
- **Direct Link**
  - URL `industryarena.com/mycompany` and administration access
- **Ranking-Level - Medium**
  - Placement in the search results: overall visibility
- **Statistics - Monthly**
  - Evaluation of coverage analysis
- **Metadata / SEO (5 Keywords)**
  - Microsite title, short description and 5 keywords
- **Social Networks**
  - Integration of Facebook, Twitter, YouTube, Instagram etc.
- **Digital Business Card**
  - Direct communication via digital business cards
- **Press / News**
  - Publication of press releases
- **Photo Gallery**
  - Categorised publication of photos
- **Service Spectrum**
  - Selection of product categories
- **Products**
  - Presentation of unlimited number of products
- **Video Channel**
  - Presentation of product and corporate videos
- **Event Calendar**
  - Publication of trade fairs and other events
- **Documents**
  - Integration of PDF (e.g., prospects, brochures, catalogues etc.)

**Price per month:** € 200

### Premium
- **Contains all modules of Classic**
- **Corporate Identity**
  - Microsite created in the CI without third party advertising
- **Ranking-Level - High**
  - Placement in the search results / overall visibility
- **Statistics - Weekly**
  - Evaluation of coverage analysis
- **5 More Keywords**
  - Microsite title, short description and 10 keywords
- **Spotlight**
  - 6x premium position / year on our frontpage (further EUR 99)
- **Job Offers**
  - 3 job offers / year in our network included (further EUR 499)
- **Corporate Blog**
  - Publication of blogs
- **App Kiosk**
  - Upload corporate apps
- **Survey**
  - Creation and analysis of surveys
- **Discussion Forum**
  - Integration and hosting of an individual discussion forum
- **Individual Microsite**
  - Individual design, navigation and module structure
- **Timeline**
  - Presentation of latest articles, news, videos etc.
- **Multilanguage**
  - Presentation in three languages: german, english, spanish

**Price per month:** € 300

### Premium Plus
- **Contains all modules of Classic**
- **Briefing / Training**
  - Face-to-face or online training possible
- **Customer Care**
  - Contact person with personalised support and consulting
- **5 More Keywords**
  - Microsite title, short description and 15 keywords
- **Extended Support**
  - Support for setting up your content (products, news, etc.)
- **Online Monitoring**
  - Supervision and analysis of your Newsroom activities
- **Interface**
  - Interface for products

**Price per month:** € 350

*The minimum period of the newsroom packages is 12 months.*
**Press releases and company blogs at IndustryArena**

Create press releases with news all around your company, precision targeting with a high reach.

**Advantages of Premium Press Releases**

- 24h presentation as a spotlight on IndustryArena portal
- Advertised in NewsCenter archive
- Integration of press photos (JPG) and file attachment (PDF)
- Integration in a free starter newsroom
- Distribution on social networks like twitter and facebook

**Company blogs**

Publish blog articles with exciting stories of your company.

Interesting stories, fascinating views or current offers - reach the community with regular blog postings and stay in your target group. Comfortable and easily accessible, in just a few clicks!

**Reach the community with regular blogs**
Close to the target group and with highest reach in the network. With the optimised product database, manufacturers present their products in a more efficient and detailed way. Take advantage of this offer and present your portfolio – search engine optimised and target group orientated.

In a simple and precise way, a detailed and neutral overview over a wide variety of products of the manufacturing industry presents itself to the professional visitors of the IndustryArena.

- Selection / allocation of the product category
- Product description and technical information
- Up to 5 photos per product
- Additional link to product description
- Include product video (alternatively add YouTube link)
- PDF document (Product brochure or technical data)
- Digital business card to generate leads
Present your company branch geared and easy to find, with a Newsroom, products and services in our provider database.

We offer you

- An easy and fast way to be located in your target audience
- A provider entry, connected to your newsroom
- Inclusion of your company logo at IndustryArena.com
- Enhanced visibility with the publication of your portfolio
- Possibility to book a top position
Advantages of the machine market at a glance:

- Market for used technology available in more than 10 languages
- Merchants entry with integration of all offers and short URL: www.cnc.de/your-company
- Client-managed administration of content
- Integration of numerous product images
- Integration of product video
- Integration at IndustryArena.com
- New entries are published daily in the IndustryArena forum
- Distribution on social networks like twitter and facebook

<table>
<thead>
<tr>
<th>Plan</th>
<th>5 Machines ads simultaneously</th>
<th>20 Machines ads simultaneously</th>
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<th>1500 Machines ads simultaneously</th>
<th>Unlimited data via XML interface</th>
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All prices are subject to VAT and always payable in advance.
ORDERMATCH® is an online platform for the procurement of orders amongst purchasers and suppliers. As an online platform, ORDERMATCH® can be utilised without any previous software installation and from any workstation with internet access. It is available on a twentyfour hour base, 365 days a year.

How does ORDERMATCH® work? It is simple and convenient.

The leitmotif from the tender to submitting an offer up to its acceptance is obvious right from the beginning:

Collection of data is user-oriented and arranged in an appealing and interesting way.
Your apps from the production engineering – target placed.

Present your apps from the production engineering in the IndustryArena AppKiosk – where users and customers search them! Place your apps directly and easily visible in your target group and professional trade audience.

We offer

- Subject-specific sorting and search filters
- Present your App in your target group
- Search engine optimization of your app
The IndustryArena Survey is a web-based survey system, which functions with all web browsers without installation. The user interface and surveys are available in the languages German, English and Spanish.

IndustryArena Survey offers a very easy and intuitive user interface with several functions and layout options to quickly create your professional and efficient questionnaire. The different IndustryArena surveys range from open to close types of formats.

You can add a logic to a survey, so that the survey is relaying to the answers to a certain question. A logic can be added to any questions, this means multiple choice questions with one or several answers or questions with an evaluation scale / matrix.

IndustryArena Survey is variously applicable, such as users / customer questionings, market research, competitions, invitations and many more.

Get to know more about the opinion of your target group!

The following types of questions are available:

- ✔ Free Text
- ✔ Single Choice
- ✔ Multiple Choice
- ✔ Evaluation Scale
- ✔ Range Matrix
- ✔ 100 Points of Distribution
The IndustryArena eMagazine is more than just a professional journal.
It offers high quality editorial content that turns news and information into an inspiring experience.

It’s not only reading, it’s clicking, watching, listening and discovering.

Reach
Up to 500,000 recipients worldwide

Special Print
Individual decision, up to 10,000 copies

Distribution
Mailings, via emagazine.de, keosk.de, industryarena.com,
in case of special prints: at leading trade fairs

Length of stay
On average 18 minutes / Reader

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<thead>
<tr>
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<tr>
<td>CAD / CAM - software</td>
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<tr>
<td>MES / ERP / PLM - software</td>
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</tbody>
</table>
Even though our advertising formats seem to be classic ones - our eMagazine is an online publication, expanded as special printing at trade fairs. You can decide if you want to use classic advertising, animation, audio or video based ads. No matter which way you choose, you can be sure to reach an audience of highly interested readers. In addition to a new design, the conversion to HTML5 allows you to read the eMagazine on all your devices.

**Magazine size: A4 (210 x 297 mm)**

- **1/1 page**
  - Format width x height: 210 x 297
  - Basic price: € 2900

- **1/2 page (high)**
  - Format width x height: 105 x 297
  - Basic price: € 1700

- **1/3 page (high)**
  - Format width x height: 70 x 297
  - Basic price: € 1500

- **2/3 page (high)**
  - Format width x height: 140 x 297
  - Basic price: € 2500

- **1/4 page (high)**
  - Format width x height: 52 x 297
  - Basic price: € 1300

- **1/4 page**
  - Format width x height: 105 x 148
  - Basic price: € 1300

Further formats / services available on request:
- Loose inserts
- Bound inserts
- Ad design
- Editorial content

Embedding a video, interactive, combined with an ad (Pop-up) without any extra charge. Integrating a video into an existing layout: Calculation according to effort.

**Discount Unit discount**

- 3 Ads 10%
- 6 Ads 15%

**Cover Pages**

- 2nd cover: 1/1 page +30%
- Back cover: 1/1 page +50%

All prices are subject to VAT and always payable in advance.

IndustryArena GmbH • Katzbergstr. 3 • D-40764 Langenfeld • +49 2173 89 33 2 00 • +49 2173 89 33 2 22 • info@industryarena.com • www.industryarena.com
Reach your target group with video advertising

Corporate presentations, product presentations, news, interviews and reports – online videos are one of the most contemporary methods of making online advertising come alive. The user finds out important background information on his favoured topic as part of a multimedia experience.

Advantages of video advertising:

- Significantly higher attention, perception and recollection by the user.
- Demonstrable increase in range, browse time, brand image and click rates.
- Complex subject matter can be communicated very much more easily and vividly through the audio-visual combination.
- Direct link to your own Internet presence within the video advertising.

Broadcasting your video on IndustryArena.TV

<table>
<thead>
<tr>
<th>Number of videos</th>
<th>1</th>
<th>5</th>
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<td>€ 499</td>
<td>€ 1500</td>
<td>€ 2500</td>
</tr>
</tbody>
</table>

All prices are subject to VAT and always payable in advance. Service is free of charge for Classic and Premium Memberships.
Webinars in the target group market
www.industryarena.com/webinar

Benefit from a strong network! Incredibly easy to create and maintain contacts.
In real-time, globally and with minimal effort.

Reach users and potential clients easily, precisely and efficiently

Direct, interactive and personal dialogue opportunities to inspire and retain participants

Minimal organisation and time requirements, without installation

Wide range of applications: trainings, seminars, product / company presentations, ...

Webinar participation is free of charge for IndustryArena members

Function overview
- Live video and audio (Voice-over-IP)
- Profile image display
- Lobby with chat function
- Presentation of your files
- Whiteboard
- Screen Sharing
- Hand signal function
- File download
- YouTube videos
- Surveys / Polls
- Statistics download
- Invitation Management

Webinar Prices

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<tr>
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</table>

IndustryArena GmbH • Katzbergstr. 3 • D-40764 Langenfeld • +49 2173 89 33 2 00 • +49 2173 89 33 2 22 • info@industryarena.com • www.industryarena.com
Search and discover
Find all important trade fairs of the manufacturing industry.
See IndustryArena members at a glance.

Discover interesting events of manufacturing like conferences and symposiums.

Trade fairs and in-house events
Show your target audience with only few clicks your presences.
Choose a fair from the event calendar and add hall and booth number.
Additionally, you can add dates of in-house events, conferences or trainings.

- Add events fast and easy due to a comprehensive database
- Unified presentation thanks to intuitive input forms
- Practical search, filter and sorting functions
Offer your customers a special additional benefit

Whether brochures, manuals, documents or scientific papers: Integrate PDF documents and present your company purposefully in your target group. With practical vCard option you get to know immediately who is interested in your documents.

- Arrange documents in main- and subcategories
- Freely selectable order of the documents
- Practical online viewer with search function
- Automatic notification about the download of your documents by vCard

Document archive

In the global document archive all inserted PDF documents appear. Visitors of IndustryArena can sort the documents by set date, title, size and supplier or search directly by keywords.
Do you know your ranking position?
The Social Media Ranking of IndustryArena offers a comparison of the most important companies from the manufacturing industry. The activities of the companies are updated daily:

Facebook      Twitter      YouTube      Google+      IndustryArena

It needs only one glance to check the top 5 for every network of the social-media-ranking. The weighting of the social networks can be read with the help of concrete graphic arts.

Ranking Charts
The Ranking Charts can be sorted by number of likes, follower and subscriber or trend of the week. The Social-Media-Ranking is available and free of charge to all company members of the IndustryArena.
Are you looking for qualified professional staff?
Take advantage of the approx. 500,000-member strong community at Industry-Arena to fill your vacancies. Jobinfo24.de is IndustryArena’s own job portal.

From almost 200,000 vacancies, we selectively filter jobs and keep them constantly updated on IndustryArena.com. Pinpoint your target group directly with your advertisement.

Design and publish your job offer

- Maturity of advertisements: 60 days
- Layout: Text ad or HTML ad
- Publication at [www.industryarena.com/jobmarket](http://www.industryarena.com/jobmarket) as a premium job
- Exclusive presentation in the news box of IndustryArena
- Company profile, contact form and link to your website
- High range with links to social networks (Facebook and Twitter)

<table>
<thead>
<tr>
<th>IndustryArena job offers</th>
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<tbody>
<tr>
<td>60 days term</td>
</tr>
<tr>
<td>Number of ad's</td>
</tr>
<tr>
<td>Price per ad</td>
</tr>
<tr>
<td>Price complete</td>
</tr>
</tbody>
</table>

All prices are subject to VAT and always payable in advance.
Possible file formats for banners and logos

<table>
<thead>
<tr>
<th>Advertising form (GIF, JPG, SWF)</th>
<th>Size in pixels</th>
<th>Max. file size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>100 KB</td>
</tr>
<tr>
<td>Large Leaderboard</td>
<td>970 x 90</td>
<td>500 KB</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>120 x 600</td>
<td>100 KB</td>
</tr>
<tr>
<td>Expandable Skyscraper</td>
<td>120 (420) x 600</td>
<td>500 KB</td>
</tr>
<tr>
<td>Expandable Sticky Ad</td>
<td>120 (728) x 90</td>
<td>500 KB</td>
</tr>
<tr>
<td>Hockeystick</td>
<td>728 x 90 und 120 x 600</td>
<td>500 KB</td>
</tr>
<tr>
<td>Video Ad (mp4)</td>
<td>1920 x 1080</td>
<td>20 MB</td>
</tr>
<tr>
<td>Billboard</td>
<td>970 x 250</td>
<td>500 KB</td>
</tr>
<tr>
<td>Premium Banner</td>
<td>1920 x 330</td>
<td>500 KB</td>
</tr>
</tbody>
</table>

You don’t have an ad banner?

We would be pleased to create your individual ad banner on a high professional and creative basis.

An excellent price-performance ratio is guaranteed.

Delivery of your data

Your data has to be delivered at least 7 workdays before placement.
For press releases: 10 workdays before placement.
E-mail address for data delivery up to 10MB: banner@industryarena.com
Data delivery > 10 MB we request to download or on a data medium.
1. Advertising order
(1) “Advertising order”, in the sense of the following General terms and Conditions, refers to the agreement to publish one or more than one advertisement or presentation in any form in information or communication services, especially the internet, for the purposes of circulation.

(2) The advertising order is exclusively subject to the General Terms and Conditions and price list of IndustryArena GmbH which constitute an integral part of the contract. The validity of any terms and conditions that are contrary to or in addition to those of IndustryArena GmbH are, if these do not comply to these General Terms and Conditions, expressly excluded. Orders for advertising to be published in online media and other media forms are subject to the General Terms and Conditions of the respective media.

2. Advertisement forms
(1) An advertising form in the sense of these General Terms and Conditions can, for example, be made up of one or more of the following elements: - a picture, with or without text, a series of musical notes with or without moving pictures (e.g. banners), - a sensitive area which, when clicked, initiates a connection to further data at an online address given by the Advertiser, for instance that of the Advertising medium (e.g. www.industryarena.com).

(2) Advertisements which in form or appearance are not immediately recognisable as such, will be altered to make this clear.

3. Conclusion of a contract
(1) The contract enters into force by confirmation in either written form or by email, subject to the provisions of individual contract agreements. Should this confirmation not be received, then the order is deemed confirmed by the publication of the online advertisement. Orders communicated by telephone are also subject to these General Terms and Conditions.

(2) In the event of doubt, orders placed by advertising agencies are a contract between the publisher and the advertising agency subject to the provisions of other written agreements. Should an advertising client become the Advertiser, then the Publisher must be advised of the name by the advertising agency. The Publisher has the right to demand proof that the client is listed by the advertising agency.

4. Settlement period
(1) The Advertiser is obliged to provide IndustryArena GmbH with correct advertising material, particularly with regard to the format or the technical specifications as designated by IndustryArena GmbH in due time before the publication date. IndustryArena GmbH will immediately request a replacement if the material is seen to be unsuitable or damaged.

(2) Discounts are granted according to the rate card valid at the time. Advertising agencies and other Advertisers are obligated to use the various Publishers’ rate cards for their quotations, contracts and invoices. Discount credit notes and supplementary discount charges shall principally not take into consideration until the end of the insertion year.

5. Delivery of data
(1) The Advertiser is obliged to provide IndustryArena GmbH with correct advertising material, particularly with regard to the format or the technical specifications as designed by IndustryArena GmbH in due time before the publication date. IndustryArena GmbH will immediately request a replacement if the material is seen to be unsuitable or damaged.

(2) Discounts are granted according to the rate card valid at the time. Advertising agencies and other Advertisers are obligated to use the various Publishers’ rate cards for their quotations, contracts and invoices. Discount credit notes and supplementary discount charges shall principally not take into consideration until the end of the insertion year.

6. Right of refusal
(2) The IndustryArena GmbH has the right to withdraw an advertising medium already published if the Advertiser himself has changed the content of the advertising medium or if the data of a link is belatedly changed whereby the conditions of paragraph 1 become applicable.

7. Guarantee of rights
(1) The Advertiser guarantees that he is in the possession of all rights necessary for the placement of an advertisement. The Advertiser observes that: - they content must not violate laws or civil regulations or - if the contents are liable to be objected to in a complaints procedure - if the publication there of is unreasonable to the IndustryArena GmbH due to the content, the origin or the technical form.

(2) The IndustryArena GmbH has the right to withdraw an advertising medium already published if the Advertiser himself has belatedly changed the content of the advertising medium or if the data of a link is belatedly changed whereby the conditions of paragraph 1 become applicable.

8. Provider’s guarantee
(1) The IndustryArena GmbH guarantees, within the framework of predictable demands, a best-possible reproduction of the advertising medium in accordance with the technical standard normal at the time. The Advertiser accepts however, that according to the current state of technology, it does not always make economic sense to create a pro-program that is entirely free of errors. The guarantee does not include circumstantial errors. An error in the depiction of the advertising medium is then circumstantial if it has been caused by the use of unsuitable depiction software or hardware (e.g. a browser) or - by a malfunction of the communications network belonging to other providers or other providers or by a computer breakdown caused by a breakdown of the system - by so-called proxy servers (message buffer) that are either incomplete or not-up-to-date or - a breakdown of the ad server lasting no longer than 24 hours (cumulated or continuous) within a 30 day period after the begin of the contractually agreed placement period. A breakdown of the ad server over a considerate period (more than 10 percent of the period booked within the framework of a booking due to run over a fixed period, will release the Advertiser from the duty of payment for the period of the breakdown. Further claims are excluded.

(2) If the reproducibility of the advertising medium is insufficient, the Advertiser has the right to a reduction of payment or a withdrawal from the contract. If there are defects in the advertising medium documents that are not obvious, the Advertiser has no rights to claim if the resulting publication is insufficient. The same applies if the advertisement is placed several times and if the Advertiser does not draw the Publisher’s attention to the errors before the next placement.

9. Default
If the execution of an order cannot be fulfilled for reasons for which the Publisher cannot be held accountable (for instance software problems, a browser, etc.), in particular a breakdown of the computer system, strike, legal provisions, interference in the sphere of responsibility of third parties (e.g. other providers), network operators or service providers or for similar reasons, then the order will remain in force. In this case the Publisher will demand payment for an order that is thus carried out again after the disruption has ceased, and within a time period reasonable for the Advertiser.

10. Liability
Claims from positive breach of obligation, negligence in contracting and tort are only applicable by premeditation a Arena advertising card published on the internet (mediadata.industryarena.com) and in effect at the time the contract is concluded. Should the advertising card change after the conclusion of the contract, the IndustryArena GmbH is entitled to change the price according to the price list valid at the time of the publication: this does not apply to business dealings with non-traders, insofar as no more than 4 months have elapsed between the conclusion of the agreement and the publication date of the advertisement.

(2) Discounts are granted according to the rate card valid at the time. Advertising agencies and other Advertisers are obligated to use the various Publishers’ rate cards for their quotations, contracts and invoices. Discount credit notes and supplementary discount charges shall principally not take into consideration until the end of the insertion year.

11. Prices
(1) The rates of the advertisements are based on the IndustryArena advertising rate card published on the internet (mediadata.industryarena.com) and in effect at the time the contract is concluded. Should the advertising rate change after the conclusion of the contract, the IndustryArena GmbH is entitled to charge the price according to the price list valid at the time of the publication.

(2) Discounts are granted according to the rate card valid at the time. Advertising agencies and other Advertisers are obligated to use the various Publishers’ rate cards for their quotations, contracts and invoices. Discount credit notes and supplementary discount charges shall principally not take into consideration until the end of the insertion year.