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 495,000 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.
Forum - competence network for production

Numerous discussion forums for the exchange of experience in daily professional life, supplier information, integrated market places for product research, trade fair presences, user workshops and member events – all occupational groups benefit from our offer.

With comprehensive information and research possibilities, we guarantee focused solutions and excellent communication. IndustryArena is available in three languages: German, English and Spanish.

Topic channels at a glance

- PRODUCTION
- CONSTRUCTION
- INDUSTRIAL ENGINEERING
- AUTOMATION
- SOFTWARE
- QUALITY MANAGEMENT
- MANAGEMENT
- ADDITIVE MANUFACTURING
- LOGISTICS
- COMPOSITE

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.
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, situated above content, extends to the whole width to attract highest attention.

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.

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 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.

Use the Billboard Ad to present your brand with an effective advertising.

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

Other banner sizes on request

We would be pleased to compile effective advertising packages for you with special terms based on your budget. Please do not hesitate to contact us.
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

### Text Ad: max. 600 characters, Image max. 560 x 200 pixels

<table>
<thead>
<tr>
<th>Bookings</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price / Newsletter</td>
<td>€ 800</td>
<td>€ 700</td>
<td>€ 600</td>
<td>€ 500</td>
</tr>
<tr>
<td>Total Price</td>
<td>€ 800</td>
<td>€ 2100</td>
<td>€ 3600</td>
<td>€ 6000</td>
</tr>
</tbody>
</table>

### News Premium Banner: 600 x 90 pixels

<table>
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<tr>
<th>Bookings</th>
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<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price / Newsletter</td>
<td>€ 800</td>
<td>€ 700</td>
<td>€ 600</td>
<td>€ 500</td>
</tr>
<tr>
<td>Total Price</td>
<td>€ 800</td>
<td>€ 2100</td>
<td>€ 3600</td>
<td>€ 6000</td>
</tr>
</tbody>
</table>

### News Professional Banner: 600 x 90 pixels

<table>
<thead>
<tr>
<th>Bookings</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price / Newsletter</td>
<td>€ 600</td>
<td>€ 500</td>
<td>€ 400</td>
<td>€ 300</td>
</tr>
<tr>
<td>Total Price</td>
<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 3,800 company members with realistic targets, a distinguished expert community and a focused 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.

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Social Media Newsroom / Business Membership

www.industryarena.com/membership

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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)
# Social Media Newsroom / Business Membership

**www.industryarena.com/membership**

<table>
<thead>
<tr>
<th><strong>CLASSIC</strong></th>
<th><strong>PREMIUM</strong></th>
<th><strong>PREMIUM PLUS</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>NEWSROOM</strong></td>
<td><strong>CONTAINS ALL MODULES OF CLASSIC</strong></td>
<td><strong>CONTAINS ALL MODULES OF CLASSIC</strong></td>
</tr>
<tr>
<td>Newsroom with adress, company logo and presentation</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>DIRECT LINK</strong></td>
<td><strong>CORPORATE IDENTITY</strong></td>
<td><strong>BRIEFING / TRAINING</strong></td>
</tr>
<tr>
<td>URL ; industryarena.com/mycompany“ and administration access</td>
<td>Microsite created in the CI without third party advertising</td>
<td>Face-to-face or online training possible</td>
</tr>
<tr>
<td><strong>RANKING-LEVEL - MEDIUM</strong></td>
<td><strong>RANKING-LEVEL - HIGH</strong></td>
<td><strong>CUSTOMER CARE</strong></td>
</tr>
<tr>
<td>Placement in the search results: overall visibility</td>
<td>Placement in the search results / overall visibility</td>
<td>Contact person with personalised support and consulting</td>
</tr>
<tr>
<td><strong>STATISTICS - MONTHLY</strong></td>
<td><strong>STATISTICS - WEEKLY</strong></td>
<td><strong>5 MORE KEYWORDS</strong></td>
</tr>
<tr>
<td>Evaluation of coverage analysis</td>
<td>Evaluation of coverage analysis</td>
<td>Microsite title, short description and 15 keywords</td>
</tr>
<tr>
<td><strong>METADATA / SEO (5 KEYWORDS)</strong></td>
<td><strong>5 MORE KEYWORDS</strong></td>
<td><strong>5 MORE KEYWORDS</strong></td>
</tr>
<tr>
<td>Microsite title, short description and 5 keywords</td>
<td>Microsite title, short description and 10 keywords</td>
<td>Microsite title, short description and 15 keywords</td>
</tr>
<tr>
<td><strong>SOCIAL NETWORKS</strong></td>
<td><strong>SPOTLIGHT</strong></td>
<td><strong>EXTENDED SUPPORT</strong></td>
</tr>
<tr>
<td>Integration of Facebook, Twitter, YouTube, Instagram etc.</td>
<td>6x premium position / year on our frontpage (further EUR 99)</td>
<td>Support for setting up your content (products, news, etc.)</td>
</tr>
<tr>
<td><strong>DIGITAL BUSINESS CARD</strong></td>
<td><strong>JOB OFFERS</strong></td>
<td><strong>ONLINE MONITORING</strong></td>
</tr>
<tr>
<td>Direct communication via digital business cards</td>
<td>3 job offers / year in our network included (further EUR 499)</td>
<td>Supervision and analysis of your Newsroom activities</td>
</tr>
<tr>
<td><strong>PRESS / NEWS</strong></td>
<td><strong>CORPORATE BLOG</strong></td>
<td><strong>INTERFACE</strong></td>
</tr>
<tr>
<td>Publication of press releases</td>
<td>Publication of blogs</td>
<td>Interface for products</td>
</tr>
<tr>
<td><strong>PHOTO GALLERY</strong></td>
<td><strong>APP KIOSK</strong></td>
<td></td>
</tr>
<tr>
<td>Categorised publication of photos</td>
<td>Upload corporate apps</td>
<td></td>
</tr>
<tr>
<td><strong>SERVICE SPECTRUM</strong></td>
<td><strong>SURVEY</strong></td>
<td></td>
</tr>
<tr>
<td>Selection of product categories</td>
<td>Creation and analysis of surveys</td>
<td></td>
</tr>
<tr>
<td><strong>PRODUCTS</strong></td>
<td><strong>DISCUSSION FORUM</strong></td>
<td></td>
</tr>
<tr>
<td>Presentation of unlimited number of products</td>
<td>Integration and hosting of an individual discussion forum</td>
<td></td>
</tr>
<tr>
<td><strong>VIDEO CHANNEL</strong></td>
<td><strong>INDIVIDUAL MICROSITE</strong></td>
<td></td>
</tr>
<tr>
<td>Presentation of product and corporate videos</td>
<td>Individual design, navigation and module structure</td>
<td></td>
</tr>
<tr>
<td><strong>EVENT CALENDAR</strong></td>
<td><strong>TIMELINE</strong></td>
<td></td>
</tr>
<tr>
<td>Publication of trade fairs and other events</td>
<td>Presentation of latest articles, news, videos ect.</td>
<td></td>
</tr>
<tr>
<td><strong>DOCUMENTS</strong></td>
<td><strong>MULTILANGUAGE</strong></td>
<td></td>
</tr>
<tr>
<td>Integration of PDF (e.g. prospects, brochures, catalogues ect.)</td>
<td>Presentation in three languages: german, english, spanish</td>
<td></td>
</tr>
</tbody>
</table>

| Price per month: € 200 | Price per month: € 300 | Price per month: € 350 |

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

www.industryarena.com/newscenter + www.industryarena.com/blog

NewsCenter
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>Included Machines</th>
<th>Price / Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>EASY</td>
<td>5 Machines</td>
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<tr>
<td></td>
<td>ads simultaneously</td>
<td></td>
</tr>
<tr>
<td>SMART</td>
<td>20 Machines</td>
<td>€ 9.90</td>
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<tr>
<td></td>
<td>ads simultaneously</td>
<td></td>
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<tr>
<td>COMFORT</td>
<td>100 Machines</td>
<td>€ 14.90</td>
</tr>
<tr>
<td></td>
<td>ads simultaneously</td>
<td></td>
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<tr>
<td>PRIME</td>
<td>1500 Machines</td>
<td>€ 19.90</td>
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<tr>
<td></td>
<td>ads simultaneously</td>
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<tr>
<td>CONNECT</td>
<td>Unlimited</td>
<td>€ 29.90</td>
</tr>
<tr>
<td></td>
<td>data via XML interface</td>
<td></td>
</tr>
</tbody>
</table>

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.

We target companies offering or requiring production parts. 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 questions, 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 495,000 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

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Release date</td>
<td>01/29/19</td>
<td>05/11/19</td>
<td>09/08/19</td>
<td>11/05/19</td>
</tr>
<tr>
<td>Advertising deadline</td>
<td>12/14/18</td>
<td>04/05/19</td>
<td>08/02/19</td>
<td>10/04/19</td>
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<tr>
<td>Production</td>
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<td>✓</td>
<td>✓</td>
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<tr>
<td>Operating technology</td>
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<td>✓</td>
<td>✓</td>
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<tr>
<td>Quality assurance</td>
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<td>✓</td>
<td>✓</td>
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</tr>
<tr>
<td>Construction</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Sustainability</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Automation</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Industry 4.0</td>
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<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Additive manufacturing</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>CAD / CAM - software</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>MES / ERP / PLM - software</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Management</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logistics</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</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)**

<table>
<thead>
<tr>
<th>Format</th>
<th>1/1 page</th>
<th>2/3 page (high)</th>
<th>1/2 page (high)</th>
<th>1/3 page (high)</th>
<th>1/4 page (high)</th>
<th>Special Ad</th>
<th>Further formats / services available on request</th>
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<tbody>
<tr>
<td>width x height</td>
<td>210 x 297</td>
<td>140 x 297</td>
<td>105 x 297</td>
<td>70 x 297</td>
<td>52 x 297</td>
<td>100 x 70</td>
<td>Loose inserts, Bound inserts, Ad design, Editorial content</td>
</tr>
<tr>
<td>basic price 4c</td>
<td>€ 2900</td>
<td>€ 2500</td>
<td>€ 1700</td>
<td>€ 1500</td>
<td>€ 1300</td>
<td>€ 400,-</td>
<td></td>
</tr>
</tbody>
</table>

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** | **Cover Pages**
--- | --- | ---
3 Ads 10% | 6 Ads 15% | 2nd cover: 1/1 page +30%  
Back cover: 1/1 page +50%

All prices are subject to VAT and always payable in advance.
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>
<th>10</th>
<th>20</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total price</td>
<td>€ 199</td>
<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

<table>
<thead>
<tr>
<th>Webinar Bookings</th>
<th>1x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price / Webinar</td>
<td>€ 900</td>
<td>€ 700</td>
<td>€ 500</td>
</tr>
<tr>
<td>Total price</td>
<td>€ 900</td>
<td>€ 4200</td>
<td>€ 6000</td>
</tr>
</tbody>
</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
**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

**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.
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. 495,000-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>
<th>1x</th>
<th>2x</th>
<th>5x</th>
<th>10x</th>
<th>20x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of ad's</td>
<td>€ 499</td>
<td>€ 449</td>
<td>€ 399</td>
<td>€ 349</td>
<td>€ 299</td>
</tr>
<tr>
<td>Price per ad</td>
<td>€ 499</td>
<td>€ 899</td>
<td>€ 1999</td>
<td>€ 3499</td>
<td>€ 5999</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.

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
General Terms and Conditions for Online Advertising

IndustryArena

Service Provider: IndustryArena GmbH
Katzbergstraße 3, 40764 Langenfeld, Germany

1. Advertising order
   (1) An “ad 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 drawn up by the Advertiser or other space buyer 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 advertisement in the form 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 of that of the Advertiser’s i.e. the Advertiser
   (2) Advertisements which in form or appearance are not immediately recognizable as such, will be altered to make this clear.

3. Conclusion of a contract
   (1) The contract is entered into valid through confirmation in either written form or by email, subject to the provisions of individual contrary agreements. Should this confirmation not be received, then the order is deemed confirmed by the publication of the online advertisement.
   (2) Advertising for goods or services from more than one advertising client or other advertiser within a particular advertisement (e.g. banners, pop-up ads) requires an extra contract either in written form or per email.

4. 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 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) The Advertiser shall bear the costs charged by IndustryArena GmbH for changes to the advertising material that are either requested or justifiable.

6. Right of refusal
   (1) IndustryArena GmbH reserves the right to refuse or block advertising orders – including individual rejections under the terms of a publication agreement - if their content violate laws or off civil regulations or – if the contents are liable to be objected 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 belatedly changes 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 must ensure that if - their content violate laws or off civil regulations or - if the contents are liable to be objected 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. The IndustryArena GmbH has the right to withdraw an advertising medium already published if the Advertiser himself belatedly changes the content of the advertising medium or if the data of a link is belatedly changed whereby the conditions of paragraph 1 become applicable.

9. Default
   (1) If the execution of an order cannot be fulfilled for reasons for which the Publisher cannot be held accountable for instance software problems, technical reasons, or 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 any similar reasons, then the order will remain valid and the Publisher will continue to perform his service obligations. The Publisher will be entitled to demand proof that the client is listed by the advertising agency. The Publisher has the right to demand proof that the client is listed by the advertising agency.
   (2) Each party shall treat as confidential any confidential information of the other party that it receives as part of this contract. In all other cases, we refer to our data protection statement in accordance with Article 13 GDRP.

13. Cancellation
   (1) A cancellation of the order by the Advertiser at any time during the period of the business membership is 12 months. The contract is automatically renewed for one more year, unless no cancellation has been received by 4 weeks before the expiry date.
   (2) Cancellations of advertising orders can only be accepted in writing.

14. Handling data, data protection, data security
   (1) The advertising order shall be processed in due consideration of the applicable data protection regulations. The customer is aware to the data protection of IndustryArena GmbH, which is bound by the general terms and Conditions. IndustryArena GmbH holds the IndustryArena GmbH harmless within the framework of the contract from all claims by third parties which might arise through the violation of any laws. In addition IndustryArena GmbH is released from the costs of legal defence. The Advertiser is obligated to demand proof that the client is listed by the advertising agency.
   (2) Each party shall treat as confidential any confidential information of the other party that it receives as part of this contract. In all other cases, we refer to our data protection statement in accordance with Article 13 GDRP.

15. Place of fulfillment/Court of jurisdiction
   The advertising order is subject to German law. The place of full has been established in Langenfeld, Germany. The place of jurisdiction for legal proceedings involving business transactions with merchants, bodies corporate, or special assets is the principal place of business of the IndustryArena GmbH. The place of jurisdiction for legal proceedings involving business transactions with merchants, bodies corporate, or special assets is the principal place of business of the IndustryArena GmbH. Insofar as claims of the IndustryArena GmbH are settled in a non-German country.