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.

**Topic channels at a glance**

With comprehensive information and research possibilities, we guarantee focused solutions and excellent communication.
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

Access statistics (IndustryArena.com + CNCzone.com)

- Registered Members: 500,000
- Unique visitors / month: 470,000
- Page impressions / month: 2,300,000
- Specialist articles: 2,085,000
- Number of discussion forums: 525
- Top ranking at leading search engines: 525

Distribution by continents

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

IndustryArena Advertising formats

1. **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.

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

3. **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.

4. **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.

5. **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.

6. **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.

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

8. **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

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.
Retargeting Banner Campaign

IndustryArena Advertising formats

With the retargeting banner campaign on IndustryArena you place advertising directly in your target group. With the intelligent linking of your campaign, you can reach exactly the users who search in the relevant categories selected by yourself. Your banner set consisting of Skyscraper, Leaderboard, Large Leaderboard and Billboard is displayed inside and outside the IndustryArena. We are happy to support you in the design process of banner creation if necessary. This will strengthen your brand and make positive publicity with a maximum frequency of 10 ad views per user per month.

Retargeting with IndustryArena

1. Trade visitors search in your categories on IndustryArena.com
2. We indicate the trade visitor with a cookie categorised by you
3. Websites outside the IndustryArena display your banners thanks to the cookie

Increased reach
With our retargeting campaign, you can reach your target group outside the IndustryArena as well.

No scattering losses
Thanks to the customized positioning of your banners, no views are wasted.

Monthly evaluation
We evaluate the success of your campaign and give you reportings on regular basis.

Retargeting packages

<table>
<thead>
<tr>
<th>Number of interested persons (guaranteed minimum)</th>
<th>L</th>
<th>XL</th>
<th>XXL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ad impressions / month</td>
<td>75,000</td>
<td>150,000</td>
<td>300,000</td>
</tr>
<tr>
<td>CPT (Cost per thousand)</td>
<td>€ 26.00</td>
<td>€ 22.00</td>
<td>€ 18.00</td>
</tr>
<tr>
<td>Price / month</td>
<td>€ 325.00</td>
<td>€ 550.00</td>
<td>€ 900.00</td>
</tr>
</tbody>
</table>

Total Price for 6 months

<table>
<thead>
<tr>
<th></th>
<th>L</th>
<th>XL</th>
<th>XXL</th>
</tr>
</thead>
<tbody>
<tr>
<td>€ 1,950.00</td>
<td>€ 3,300.00</td>
<td>€ 5,400.00</td>
<td></td>
</tr>
</tbody>
</table>

IndustryArena GmbH • Katzbergstr. 3 • D-40764 Langenfeld  
Tel +49 2173 89 33 2 00  Fax +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

**Text Ad: max. 600 characters, Image max. 560 x 200 pixels**
(Ads as a editorial bulletins)

<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**
(Position TOP below header)

<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 Professional Banner: 600 x 90 pixels**
(Between the editorial bulletins)

<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.
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!

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.

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.

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!
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**

- **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**

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**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**

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**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 month.
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

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)*
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)
- 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**
Product database for the manufacturing industry
www.industryarena.com/products

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>Machines ads simultaneously</th>
<th>Price / month</th>
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</thead>
<tbody>
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<tr>
<td>SMART</td>
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<tr>
<td>COMFORT</td>
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<td>€ 14.90</td>
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<tr>
<td>PRIME</td>
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</tr>
<tr>
<td>CONNECT</td>
<td>Unlimited</td>
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</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 twenty-four 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

AppKiosk - The app search engine
www.industryarena.com/appkiosk
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

<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Release date</td>
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<td>05/11/19</td>
<td>09/08/19</td>
<td>11/05/19</td>
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<tr>
<td>Advertising deadline</td>
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<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>
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<tr>
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<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Construction</td>
<td>✔</td>
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<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>
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<tr>
<td>Industry 4.0</td>
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<tr>
<td>Additive manufacturing</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>CAD / CAM - software</td>
<td>✔</td>
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<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>MES / ERP / PLM - software</td>
<td>✔</td>
<td>✔</td>
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</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>width x height</th>
<th>basic price 4c</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>2/1 page</td>
<td>420 x 297</td>
<td>€ 4900</td>
<td></td>
</tr>
<tr>
<td>1/2 page (high)</td>
<td>105 x 297</td>
<td>€ 1700</td>
<td></td>
</tr>
<tr>
<td>1/3 page (high)</td>
<td>70 x 297</td>
<td>€ 1500</td>
<td></td>
</tr>
<tr>
<td>1/4 page (high)</td>
<td>52 x 297</td>
<td>€ 1300</td>
<td></td>
</tr>
</tbody>
</table>

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

**Interactive features, included without any extra charges:**
- A video link, an info-box (500 characters max.), up to 5 hyperlinks

**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.*

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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.
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
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

www.industryarena.com/events
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 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>
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<td>€ 449</td>
<td>€ 399</td>
<td>€ 349</td>
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<td>Price per ad</td>
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<td>€ 499</td>
<td>€ 899</td>
<td>€ 1999</td>
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<td>Price complete</td>
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<td>€ 499</td>
<td>€ 899</td>
<td>€ 1999</td>
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</tr>
</tbody>
</table>

All prices are subject to VAT and always payable in advance.
IndustryArena offers you various services and unites users as well as decision makers. Precise structured possibilities provide an exclusive online presence with immediate contact to a highly active network of members and trade visitors. We will be happy to help you personally with more information about our services.

You will find our general terms and conditions here: www.industryarena.com/gtc
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>
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</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>100 KB</td>
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<tr>
<td>Large Leaderboard</td>
<td>970 x 90</td>
<td>500 KB</td>
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<tr>
<td>Skyscraper</td>
<td>120 x 600</td>
<td>100 KB</td>
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<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>
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<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>
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<tr>
<td>Billboard</td>
<td>970 x 250</td>
<td>500 KB</td>
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<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.