Online portal for the manufacturing industry

With the online portal IndustryArena you will find the best preconditions to optimize your contacts, generate leads and place your presence effectively in your target audience. Already in 2001, the current IndustryArena GmbH founded an online forum for manufacturing (in the first years under the domain CNC-Arena.com) and is now with more than 500,000 registered members the leading specialist portal for the manufacturing industry. We support more than 4,900 manufacturers from the manufacturing industry with their online presentation in the target group market.

Our services consist of three areas

We are a full service agency, with three areas at our core: Service agency for digital communication in the industry, consulting agency for social media and publisher for digital publications.

Topic channels at a glance

Numerous information and research options, and we guarantee intensive and communicative solutions.
A strong partner for your advertising
IndustryArena Statistics

Membership growth

Target sectors in the community

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

Access statistics (IndustryArena.com + CNCzone.com) (status: 02 / 2020)
- Portal-Registrations since 2001: 792,000
- Unique visitors / month: 445,000
- Page impressions / month: 1,900,000
- Forum postings: 2,115,500
- Number of discussion forums: 525
- Top ranking at leading search engines

Distribution by continents (status: 08 / 2018)
- Europe: 39.52%
- America: 42.19%
- Asia: 13.64%
- Oceania: 2.82%
- Africa: 1.83%
Powerful expert networks are an important base for successful online marketing

Our community is comprised of active industry experts who exchange ideas everyday in numerous discussion forums of the manufacturing industry.

Success based on sustainable customer relationships! We will give you the right tools. Place your products and services in the IndustryArena community target group oriented. Share your experiences and inspire your audience. In this way you optimize your customer relationship substantially.
Forum - Meeting point of the industry

With more than 500,000 users, the IndustryArena is the world's largest online portal for the manufacturing industry. More than 60 forum categories allow national and international users to exchange ideas on a wide range of production technology topics.

> 500 Discussion forums
> 300,000 Topics in the Forum
> 2,000,000 Postings in the Forum

Our forum is an essential part of our B2B platform. The forums are focused on the expertise and dialogue of the expert community.

Expert community
Our community consists of users and decision makers from different industries.

Content Related Advertising
With content related advertising you will always reach your target group.

Dialogue
Users and experts from the industry are in daily dialogue.

Topic forums
With your own forum you are in direct contact to your target group.
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, see page 35 for info about data delivery. 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 GmbH • Katzbergstr. 3 • D - 40764 Langenfeld  📞 +49 2173 89 33 2 00  📩 +49 2173 89 33 2 22  📧 info@industryarena.com  🌐 www.industryarena.com
Retargeting Banner Campaign

Retargeting with IndustryArena

Retargeting is a powerful branding and conversion tool. With an IndustryArena retargeting campaign you can place your banner advertising also beyond our powerful network. With a banner set provided by you, you can reach the users who are researching in the categories you have selected. By linking your campaign, we can find the selected users anywhere online and display your banners (for example Bild.de, FAZ.net, Heise.de). Increase your brand awareness fast and effectively with high visibility.

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 a 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>75,000</td>
<td>150,000</td>
<td>300,000</td>
<td></td>
</tr>
<tr>
<td>12,500</td>
<td>25,000</td>
<td>50,000</td>
<td></td>
</tr>
<tr>
<td>CPT (Cost per thousand)</td>
<td>€ 26</td>
<td>€ 22</td>
<td>€ 18</td>
</tr>
<tr>
<td>Price / month</td>
<td>€ 325</td>
<td>€ 550</td>
<td>€ 900</td>
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<tr>
<td>Total Price for 6 months</td>
<td>€ 1,950</td>
<td>€ 3,300</td>
<td>€ 5,400</td>
</tr>
</tbody>
</table>

See page 35 for details of different banner formats and sizes.
IndustryArena Newsletter

- The IndustryArena Newsletter is sent monthly
- More than 35,000 German and 250,000 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>Price / Newsletter</th>
<th>Total Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>€ 800</td>
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<tr>
<td>€ 700</td>
<td>€ 2,100</td>
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<tr>
<td>€ 600</td>
<td>€ 3,600</td>
</tr>
<tr>
<td>€ 500</td>
<td>€ 6,000</td>
</tr>
</tbody>
</table>

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Data delivery will be in English or German. 
All prices are subject to VAT and always payable in advance.
Reach your target audience exclusively!

With target group oriented direct marketing, you can win new customers, inform them and bind them to you in the long term. What could be better than a powerful network of experts? Place your content directly in your target group on IndustryArena.com and you can reach up to 35,000 German-speaking or 100,000 international receivers with only one mailing campaign.

Successful Stand-Alone Newsletter

An individual and exclusive mailing to the members of the IndustryArena offers you a unique position and is essential for the success of your campaign. With more than 15 years experience we are at your side in all questions about direct mailing.

<table>
<thead>
<tr>
<th>Stand-Alone Newsletter German</th>
<th>Stand-Alone Newsletter English</th>
</tr>
</thead>
<tbody>
<tr>
<td>25,000 recipients for € 2,500</td>
<td>50,000 recipients for € 2,500</td>
</tr>
<tr>
<td>35,000 recipients for € 3,000</td>
<td>100,000 recipients for € 4,000</td>
</tr>
</tbody>
</table>
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!
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 group.

**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)*
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 4,900 suppliers with realistic targets, a distinguished expert community and a focused media mix.

**Social Media Newsroom**

www.industryarena.com/newsroom-packages

- **BOOKABLE ONLY FOR NEW CUSTOMERS**

**BASIS FLEX NEWSROOM**

The most flexible solution is provided by the newsroom BASIS FLEX. The modular structure allows companies to choose exactly what they need.

**CLASSIC NEWSROOM**

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

**PREMIUM NEWSROOM**

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

**PREMIUM PLUS NEWSROOM**

The Newsroom PREMIUM PLUS provides the complete range of tools for a maximized visibility in the target group and additional services.
# Social Media Newsroom

www.industryarena.com/newsroom-packages

## 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**
  - 6 x premium position / year on our frontpage (further € 99)
- **Job Offers**
  - 3 job offers / year in our network included (further € 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
- **Extended Support**
  - Support for setting up your content (products, news, etc.)
- **5 More Keywords**
  - Microsite title, short description and 15 keywords
- **Customer Care**
  - Contact person (online editor) with personalised support and consulting
- **Job Offers Flat**
  - Unlimited publishing of job advertisements
- **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.
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
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.
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 on IndustryArena.com
- New entries are published daily in the IndustryArena forum
- Distribution on social networks like twitter and facebook

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<tr>
<td>CONNECT</td>
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</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 basis, 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.
**AppKiosk - The app search engine**

www.industryarena.com/appkiosk

---

**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

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**www.industryarena.com/appkiosk**
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. Our eMagazine surprises, piques one´s curiosity and challenges reader and editor.

- **Reach**
  - German issue: approx. 40,000 | English issue: approx. 250,000

- **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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<table>
<thead>
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<td>Industry 4.0</td>
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<td>Additive manufacturing</td>
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<tr>
<td>CAD / CAM - software</td>
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<td>MES / ERP / PLM - software</td>
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<td>Logistics</td>
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<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>
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<tbody>
<tr>
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<td>1/3 page (high)</td>
<td>105 x 297</td>
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<td>1/2 page (high)</td>
<td>140 x 297</td>
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</tr>
<tr>
<td>1/4 page (high)</td>
<td>105 x 148</td>
<td>€ 1,300</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 / Cover Pages

- **Discount**
  - 3 Ads 10%
  - 6 Ads 15%

- **Unit discount**
  - 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.

www.industryarena.tv
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

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**Webinars in the target group market**

www.industryarena.com/webinar

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**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>
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<th>6x</th>
<th>12x</th>
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<tbody>
<tr>
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<tr>
<td>Total price</td>
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<td>€ 4,200</td>
<td>€ 6,000</td>
</tr>
</tbody>
</table>

---

www.industryarena.com
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>Number of ad’s</th>
<th>1 x</th>
<th>2 x</th>
<th>5 x</th>
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<td>€ 1,999</td>
<td>€ 3,499</td>
<td>€ 5,999</td>
</tr>
</tbody>
</table>

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

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 suppliers of the IndustryArena.
Social media is essential for the promotion of events, products, services or campaigns. Different social media channels must be included. To keep an easy overview, we have a special marketing tool for you.

The Social-Media-Wall gives you an easy overview, which shows posts to special threads or keywords and from different social networks.

The use of the Social-Media-Wall is numerous. During a trade fair, workshop or other event, it can be displayed on a monitor or published on campaign websites.

**Integrable social networks**

- Facebook
- Twitter
- Instagram
- IndustryArena
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 group 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 easily due to a comprehensive database
- Unified presentation thanks to intuitive input forms
- Practical search, filter and sorting functions
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

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Phone +49 2173 89 33 2 00  Fax +49 2173 89 33 2 22
info@industryarena.com  www.industryarena.com
Data service / Data delivery

Possible formats for banners inside IndustryArena

<table>
<thead>
<tr>
<th>Advertising form</th>
<th>Size in pixels</th>
<th>Max. file size</th>
</tr>
</thead>
<tbody>
<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>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 / 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>

Retargeting formats (.gif, .jpg, SSL-secure, max. 30 sec. animation)

<table>
<thead>
<tr>
<th>Advertising form</th>
<th>Size in pixels</th>
<th>Max. file size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inline Rectangle (MPU)</td>
<td>300 x 250</td>
<td>150 KB</td>
</tr>
<tr>
<td>Wide Skyscraper</td>
<td>160 x 600</td>
<td>150 KB</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>150 KB</td>
</tr>
<tr>
<td>Billboard (groß)</td>
<td>970 x 250</td>
<td>150 KB</td>
</tr>
<tr>
<td>Billboard (klein)</td>
<td>800 x 250</td>
<td>150 KB</td>
</tr>
<tr>
<td>Halbseitig</td>
<td>300 x 600</td>
<td>150 KB</td>
</tr>
<tr>
<td>Mobile Leaderboard</td>
<td>320 x 50</td>
<td>150 KB</td>
</tr>
<tr>
<td>Button</td>
<td>120 x 90</td>
<td>150 KB</td>
</tr>
</tbody>
</table>

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.

You don't have an ad banner?
We would be pleased to create your individual ad banner on a high professional and creative basis.

Please do not hesitate to contact us.