Advertising Media

- Target Audience/ Channel
- Portals
- Online Trade Fairs
- Newsletter

Submission and Technical Data

Publisher Information

acquisa direktmarketing-Newsletter

Deutsche Version

Optimize the effectiveness of your advertising campaign through the cross-media combination with our newsletters:

- Increased awareness and a greater reach
- Targeted and direct address to your target group without spreading loss
- Address the decision-making target groups on all levels of communication

Target Audience

Executives in marketing and sales, CEOs

Performance Data

Subscriptions:	12.700
Frequency:	weekly
Release date:	Tuesday

As to 10/10

Advertising Formats and Rates

Prices valid to 31.12.2011. All prices are quoted excluding VAT.

Advertising Format Newsletter

No.	Advertising media	max. Pixel (BxH)	max. KB	Price
1	Textadvertising with image *	120 x 120	20	800,- €
2	ContentAD	300 x 250	50	950,- €
3	PromotionAd	500 x 250	50	950,- €

File formats: jpg or gif (no animation for textadvertising)

** Text advertising: max. 300 characters, headline max. 65 characters, links max. 40 characters*

Special Advertising Format Standalone

Create a newsletter in your own look&feel and adress your target audience directly.

No.	Bestandteil
1	An introduction by our editorial staff
2	HTML template with your content
3	Editorial

Standalone-newsletter on demand.

Conditions

Terms of payment
Net 10 days after receipt of invoice

Agency commission
15% for booking via agencies

Submission of advertising material
Submit 7 business days prior to date of publication to onlinewerbung@haufe.de

Crossmedia Topic Marketing

Print
- acquisa
- acquisa direktmarketing adressbuch

Online
- acquisa.de
- acquisa-crm-expo.de

Newsletter
- acquisa-CRM-Newsletter
- acquisa-crm-expo-Newsletter
- acquisa-Newsletter
- Haufe eBooks-Newsletter

Contact Persons

Director of Sales Online
Silke Brühl
0931/27 91 555
0931/27 91 477
E-Mail

Key Account Management
Dominik Castillo
0931/27 91 751
0931/27 91 477
E-Mail

David Zenetti
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Stand: Dezember 2010