

Careers in Wind Energy

The special advertising edition will be
published on 18 and 19 September

The special advertising
edition will be published
to accompany HUSUM
WindEnergy from 21 to 25
September 2010

The special advertising edition is published in cooperation
with Husumer Wirtschaftsgesellschaft mbh & Co. KG



**HUSUM
WindEnergy**

The Leading
Wind Energy Trade Fair

21–25 Sept. 2010
Husum, Germany

Frankfurter Allgemeine
Stellenmarkt



Samstags. Sonntags. Immer.

Placing and Publication Method

The advertisements will be placed in the **Careers in Wind Energy** special edition within the job advertisements section of "Beruf und Chance". Each printed advertisement will automatically appear in the F.A.Z. appointments section

on Saturdays in the F.A.Z., on Sundays in the Frankfurter Allgemeine Sonntagszeitung and online for 28 days at FAZjob.NET (requirement: clear allocation to a career group must be possible).

Maximise the Impact of your Job Advertisement

Use the **response multiplier**. When booking a job advertisement, **the identical advertisement will also appear** in the F.A.Z. appointments section **up to two more times** within six weeks. As well as the insertions in the F.A.Z. and the Frankfurter Allgemeine Sonntagszeitung, your advertisement will then be present online at FAZjob.NET for up to nine weeks.

When booking the response multiplier before the first insertion, the price of the job advertisement increases on a one-off basis by just 35% - for both additional insertions. When booking the response multiplier after the first insertion, the one-off price for the two additional insertions is 50% of the original job advertisement price.

Special bonus: Use the response multiplier in combination with the special themes:

- ▶ **Engineers**
on 16 and 17 October 2010
- ▶ **Energy**
on 30 and 31 October 2010

This will allow you to easily find **more impressive candidates over several weeks** and increase your presence on the market.

The response multiplier can only be booked in conjunction with job advertisements, and not with personal image advertisements.

Prices

Your advertisement will appear in the special advertising edition on thematically designed pages and embedded in text that addresses your target group.

Prices per millimetre

| | b/w | 2c | 3c/4c |
|---------------------------|--------|--------|--------|
| Job advertisements | €15,25 | €18,95 | €21,40 |

All prices are prices per mm without reductions plus VAT.

- ▶ **Column widths, 1 to 8 columns:**
45 mm / 91 mm / 138 mm / 184 mm /
231 mm / 277 mm / 324 mm / 371 mm

- ▶ **Advertisement price:**
Height of advertisement x number of columns x price per millimetre

As well as inserting an advertisement in the special edition, we can offer you an advertisement as an "exhibition stand in the newspaper". Book a space in our **integrated newspaper exhibition HUSUM WindEnergy 2010**.

Price per advertisement as an exhibition stand: €9,999.00

Dates

Publication dates:
Saturday 18 September and
Sunday 19 September 2010

Closing date:
Friday 10 September 2010

Delivery date for print data:
Wednesday 15 September 2010

Topics

Your advertisements are placed right alongside the topics that your candidates are interested in. The **Careers in Wind Energy** special advertising edition will report on:

- ▶ **Eco fuel for the jobs engine:** The wind energy industry is growing quickly – and providing a real tailwind for young talent.
- ▶ **Steel, undersea cables and generators:** The suppliers of the wind energy industry are also riding the wave of success.
- ▶ **Alpha leader:** “Alpha Ventus”, the first German off-shore wind park, is up and running – and is leading the way to an exciting future.
- ▶ **A question of engineering:** The wind energy industry needs bright minds – such as mechanical engineers and electrical engineers.
- ▶ **Wind is cool:** More and more networks and initiatives are bundling specialist knowledge and contacts in relation to wind energy.

Subject to change.

The Benefits for You

- ▶ An additional copy of the special advertising edition will be issued directly to the attendees of **HUSUM Wind-Energy**. This will allow you to reach your target group precisely – with no waste coverage.
- ▶ Your advertisement will appear in the special advertising edition on thematically designed pages, embedded in text that addresses your target group. This enables target group-specific, effective addressing of those who work in **wind energy** or plan to do so in future.
- ▶ With an advertisement in the F.A.Z. appointments section, you will be present in the leading printed appointments section of any national newspaper for skilled professionals and managers in the **mechanical and systems engineering, electronics, electrical engineering and energy industries**.
- ▶ More qualified and competent applicants: with a single advertisement in the F.A.Z. appointments section, you will reach around 2 million readers of the F.A.Z. on Saturdays and the Frankfurter Allgemeine Sonntagszeitung, as well as 334,000 unique users of FAZjob.NET.
- ▶ Your advertisement will automatically appear three times with no additional charge: on Saturdays in the F.A.Z., on Sundays in the Frankfurter Allgemeine Sonntagszeitung and online for 28 days at FAZjob.NET*. Make the most of the cross-media benefits.
- ▶ With prominent placing in the context that is relevant to you, you can enjoy a favourable advertising price that usually only applies to advertisements not surrounded by text.

AWA 2009, AGOF internet facts 2010-I

*Except for purely personal image advertisements – please contact us.



... Be there!
Book by
10 September!

Please contact us with any enquiries.

Finance/Consulting/Trade/ Consumer Goods/Logistics/ Property and Rental

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Media/Pharmaceuticals/ Tourism/Public Authorities/ Training/Teaching and Research

Sven Retz
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Bianca Würz
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E-mail: team5@fazjob.net

HR Consultants and Service Providers/Agencies

Frankfurt office (for Hesse, North Rhine-Westphalia, Saarland and Rhineland-Palatinate)

Bettina Brandt
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Berlin office (for Lower Saxony, Bremen, Hamburg, Schleswig-Holstein, Berlin, Branden- burg, Mecklenburg-Western Pomerania, Saxony-Anhalt, Saxony and Thuringia)

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Frankfurter Allgemeine Stellenmarkt



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