

# Media Kit 2012

## HUSUM WindEnergy 2012, 18 – 22 September



A co-operation between



### Web banners

(Number of viewers: 113 million page views by users from all over the world, giving an average of 10 page views per viewer)

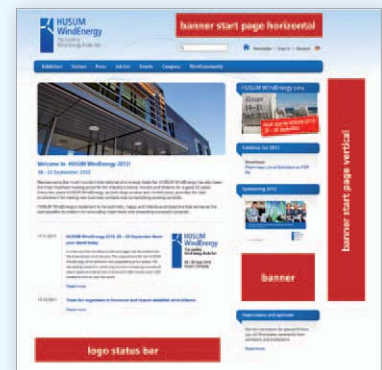
#### Banners on Website

Banner Start pages (vertical)	120 x 600 px (width x height)	Price: € 3,000.–
Banner Start pages (horizontal)	468 x 60 px (width x height)	Price: € 3,000.–
Banner Topic pages (vertical)	120 x 600 px (width x height)	Price: € 2,500.–
Banner Topic pages (horizontal)	468 x 60 px (width x height)	Price: € 2,500.–
Banner in margin	237 x 150 px (width x height)	Price: € 1,250.–
Pop-up banner (start pages or topic pages)	500 x 400 px (width x height)	Price: € 4,000.–

#### Banners in Newsletter

Visitors-newsletter in type area	395 x 105 px (width x height)	Price: € 3,000.–
Visitors-newsletter in margin	185 x 230 px (width x height)	Price: € 2,000.–
Exhibitors-newsletter in type area	395 x 105 px (width x height)	Price: € 1,500.–
Exhibitors-newsletter in margin	185 x 230 px (width x height)	Price: € 1,000.–

Random placement of banners and logos: Every time the page is opened the banners alternate in a random order.  
Permissible file formats: JPG, GIF (animated, non-animated), PNG; File size: max. 50 kB



#### Products and innovations

New opportunity: Now you can advertise your products or innovations directly on the HUSUM WindEnergy website outside the HUSUM WindCommunity pages. This presentation package includes: headline and subheading, product description (max. 2000 characters), company logo, 5 photos with captions, link to your website, PDF file download. Your product or innovation will also be shown on the start page of the website.

Your contact:  
Katharina Gross  
Phone +49 4841 902-333

### Advertisements in exhibition catalogue

**Technical data:** print format: 120 x 210 mm (complete), volume: approx. 460 pages, binding: adhesive binding, print process: offset, Euro scale, jacket: with 2 flaps 8-page, 4/4-colour CMYK, paper 250 g/m<sup>2</sup>, image print matt+gloss+groove, inside pages: paper 90 g/m<sup>2</sup> matt, circulation: 10,000, closing date for orders: 13.07.2012, deadline for copy/print files: 31.07.2012

**File formats (Please send artwork to [kopp@husumwindenergy.com](mailto:kopp@husumwindenergy.com)):** high resolution PDF (Version 1.2 and above), image and text must be embedded, only CMYK mode, no special colours, TIFF (300 dpi) in CMYK, EPS (300 dpi) in CMYK, JPG (300 dpi), open files from graphic and layout programmes cannot be accepted, the client is responsible for the correctness and colour fidelity of the files

#### Advertisements in type area

1 page 4c (90 x 190 mm) Price: € 1,620.–	1/2 page 4c (90 x 90 mm) Price: € 850.–	1/4 page 4c (90 x 40 mm) Price: € 620.–
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#### Full page advertisements (full format)

1 page 4c (126 x 216 mm*) (please maintain an 8 mm margin on full format advertisement artwork)	Price: € 1,620.–
Cover flap 4c (106 x 216 mm*)	Price: € 3,200.–
Inside back cover 4c (126 x 216 mm*)	Price: € 2,900.–
Back cover 4c (126 x 216 mm*)	Price: € 3,200.–
Company logo (30 x 30 mm)	Price: € 69.–

\* incl. 3 mm trim all round



Your contact:  
Kerstin Kopp  
Phone +49 4841 902-484

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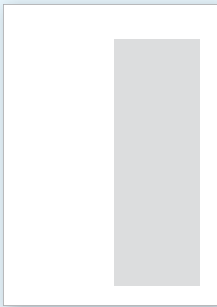
### Advertisements in congress catalogue

**Technical data:** edition: 18,000 copies, format: A4 portrait, 210 x 297 mm (w x h), volume: c. 60 pages, closing date: 13.07.2012, closing date for copy/print files: 31.07.2012, contact person: Kerstin Kopp, phone +49 4841-902 484

**File formats (Please send artwork to [kopp@messehusum.de](mailto:kopp@messehusum.de)):** high resolution PDF (Version 1.2 and above, image and text must be embedded, only CMYK mode, no special colours, TIFF (300 dpi) in CMYK, EPS (300 dpi) in CMYK, JPG (300 dpi), open files from graphic and layout programmes cannot be accepted, the client is responsible for the correctness and colour fidelity of the files

#### Advertisements in type area

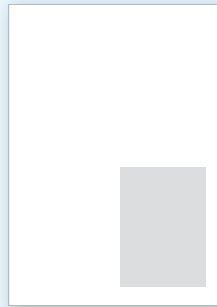
1/2 page 4c portrait  
(86 x 248 mm)  
Price: € 850.–



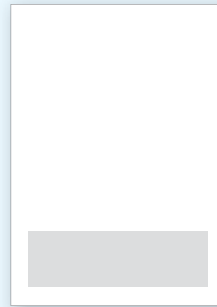
1/2 page 4c landscape  
(180 x 120 mm)  
Price: € 850.–



1/4 page 4c portrait  
(86 x 120 mm)  
Price: € 620.–



1/4 Seite 4c landscape  
(180 x 56 mm)  
Price: € 620.–



#### Full page advertisements (full format)

1 page 4c (216 x 303 mm\*), Price: € 1,620.–

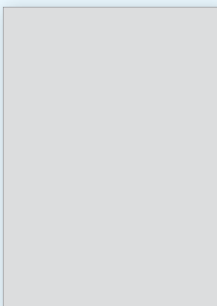
(please maintain an 10 mm margin on full format advertisement artwork)

Inside front cover 4c (216 x 303 mm\*), Price: € 3,200.–

Inside back cover 4c (216 x 303 mm\*), Price: € 2,900.–

Back cover 4c (216 x 303 mm\*), Price: € 3,200.–

\* incl. 3 mm trim all round



All prices quoted in this catalogue are subject to the statutory rate of value added tax. Subject to alterations.

Your contact:  
Kerstin Kopp  
Phone +49 4841 902-484