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Advertising Formats and Prices at Management Portal

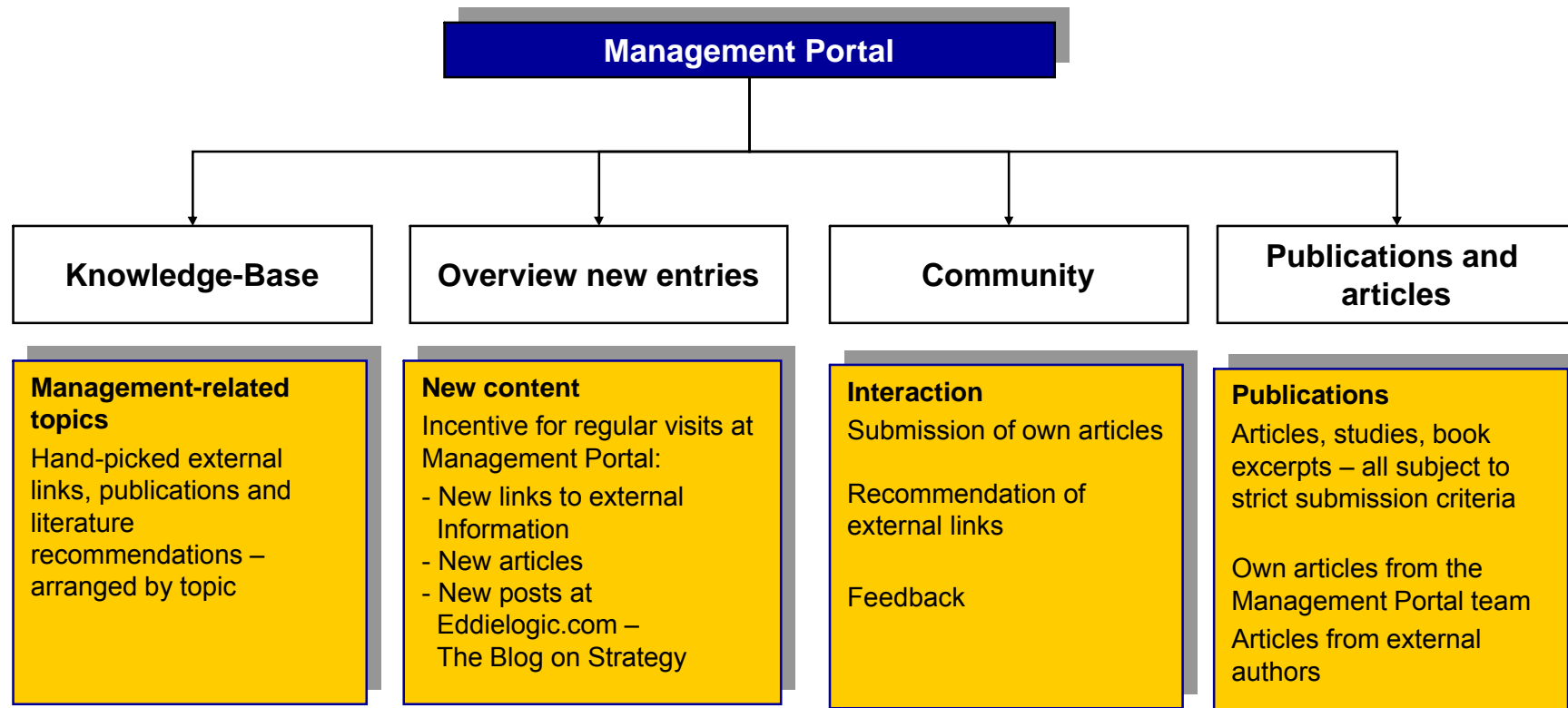
Information for Advertisers and Media Agencies

June 2009

Management Portal introduces itself



The structure of Management Portal facilitates a tailor-made approach to your target group





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Overview Formats and Prices

Advertising Formats	Formats / Size*	File Formats	File Size	Price per 1,000 views plus VAT**	
				Homepage	Other sites
Halfsize-Banner	234 x 60 Pixel	gif, jpg, swf, html	15 kB	20,00 EUR	15,00 EUR
Full-Size-Banner	468 x 60 Pixel	gif, jpg, swf, html	35 kB	35,00 EUR	30,00 EUR
Bigsize	728 x 90 Pixel	gif, jpg, swf, html	35 kB	45,00 EUR	40,00 EUR
Skyscraper	600 x 120 - 200	gif, jpg, swf, html	45 kB	80,00 EUR	60,00 EUR
Button	Ca. 160 x 45 Pixel	gif, jpg, swf, html	15 kB	35,00 EUR	30,00 EUR
Popup	Ca. 200 x 300 Pixel	gif, jpg, swf, html	25 kB	70,00 EUR	50,00 EUR
Content Ad	300 x 250 Pixel	gif, jpg, swf, html	45 kB	80,00 EUR	60,00 EUR

* Other formats upon request

** Advertising agencies receive up to 15 % discount.



Overview Formats and Prices

Advertising Formats	Formats / Size*	File Formats	File Size	Price per 1,000 views plus VAT**
Newsletter- Advertisement	10 Lines with 65 signs each	Text	--	Price per 1,000 views 40,00 EUR

Format	3 Months Booking Period		12 Months Booking Period	
	Formats / Size *	Price plus VAT in EURO**	Formats / Size *	Price plus VAT in EURO**
Text link on the homepage www.themanager.org	Up to 100 signs	250,00	Up to 150 signs	800,00
Text link and logo on the homepage www.themanager.org	Up to 100 signs + Logo (160 x 50 px)	400,00	Up to 150 signs + Logo (160 x 50 px)	1.400,00
Text link on any site of the Knowledgebase	Up to 100 signs	125,00	Up to 150 signs	400,00
Text link and logo on any site of the Knowledgebase	Up to 100 signs + Logo (160 x 50 px)	200,00	Up to 150 signs + Logo (160 x 50 px)	700,00

* Other formats upon request

** Advertising agencies receive up to 15 % discount.



Targeted Online-Marketing Bundles – Partner Programs Overview

As a Management Portal-Partner you can use the following services:

- Presentation of your organization, including brief portrait
- Publication of success stories, references, insights etc.
- Information about products, services or solutions of your organization
- Information about selected events, even on the home page of Management Portal
- Presentation of your organization in our Partner list
- Sponsor ad in our newsletter once every quarter (up to 10 lines with 65 letters each) – four newsletter ads p.a. included!



Content and Versions of our Partner Programs

Feature	Friend	Partner	Premium-Partner
Presentation of your organization in our partner list, including brief profile and logo, including text link from homepage	Yes	Yes	Yes
Presentation of experience reports and success stories from your organization in our partner section	--	Yes, up to 450 words	Yes, up to 1,500 words
Presentation of your companies offerings in our partner section	--	Yes, up to 1 DIN A4 page	Yes, up to 1 DIN A4 page
Direct links to selective events of your company on the themanager.org homepage (2 per month)	--	Yes	Yes
Short information on selective events (topic, date, link) in our monthly newsletter.	2 x p.a.	6 x p.a.	12 x p.a.
One sponsor ad in our newsletter per quarter (up to 10 lines with 65 letters each) - four newsletter ads p.a. included!	--	--	Yes
Special prices for more sponsor ads in our monthly newsletter (up to 10 lines with 65 letters each) - prices in Euro, plus VAT	35,00	30,00	20,00
Version 1: 12 month package in Euro, plus VAT	600.00	800.00	1,200.00
Version 2: 3 month package in Euro, plus VAT	200.00	250.00	350.00