



Target group

Decision-makers from all areas of industry in which surface technology is used. Selection: Automotive industry, mechanical engineering, manufacture of metal products, precision mechanics/optics.

Advantages of content-based online special advertising formats:

- ▶ Permanent presence of your brand
- ▶ Embedding in the editorial environment
- ▶ Search engine relevant integration
- ▶ Communication in a high-reach and target group-specific target group-specific communication channel

Online special advertising form	duration	Price in Euro
Product news	2 months	825
Advertorial	3 months	1,050
Whitepaper	3 months	1,290
Branchenmonitor (Stand alone mailing)	one-time to IST subscribers	1,500
JOT partnership	12 months	3,750
JOT microsite	12 months	7,590

Terms of payment | Data delivery

Valid for Germany: Prices plus VAT; 2% discount for payment before publication; 15 % agency commission; payment due immediately after receipt of invoice.

Bank details: Springer Fachmedien Wiesbaden GmbH, Deutsche Bank Berlin, account no. 069 700 300, sort code 100 700 00

Data delivery: up to 5 working days before start of publication to: banner-wiesbaden@springer.com

Technical specifications can be found at:

www.springerfachmedien-wiesbaden.de/datenanlieferung

Our general terms and conditions:

www.springerfachmedien-wiesbaden.de/en/media-sales/gtc

Newsletter: IST Surfacetechnology

The newsletter provides up-to-date and compact reports on all surface technology topics such as: Coating systems, electroplating, cleaning, pre-treatment, blasting, grinding, measuring and testing technology.

Frequency: monthly

Recipients: 2,169 subscribers

(January 2024)

Advertising formats	Pixel formats (width × height)	kB	Fixed price in Euro
Text ad + logo/image (GIF or JPEG) ¹	image 263 × 186, text 300 characters ²	max. 45	495
Text ad + logo/image (GIF or JPEG) ¹	image 263 × 186, text 650 characters ²	max. 45	590
Fullsize banner (GIF or JPEG) ¹	468 × 60	max. 45	590
Rectangle (GIF or JPEG) ¹	300 × 250	max. 45	590

¹ not animated files | ² incl. spaces

Website: www.ist-surfacetechnology.com

The website provides up-to-date, practical and user-oriented on all topics related to surface technology such as: Painting systems, electroplating, cleaning, pre-treatment, blasting, grinding, measuring and testing technology.

Access values:

Page impressions: 13,946 | Visits: 4,180

(February 2023 - January 2024 | source: Google Analytics)

Advertising formats	Pixel formats (width × height)	kB	Fixed price in Euro*
Superbanner (Bigsize)	728 × 90	max. 120	350
Sky Scraper	120 × 600	max. 120	400
Wide Sky Scraper	160 or 200 × 600	max. 120	450
Medium Rectangle Site Rotation	300 × 250	max. 120	650
Wallpaper (Superbanner + Sky Scraper)	728 × 90 + 120 × 600	each max. 120	700
Billboard	770 800 870 or 970 × 250	max. 120	700
Half Page	300 × 600	max. 120	700

* Fixed price for 4 calendar weeks, availability on request