



Target group

Manufacturers of adhesives and sealants as well as experts experts involved in innovative joining technologies from the automotive, aviation, wood and furniture, paper and packaging, construction, electronics, machinery and apparatus, textiles.

Newsletter: Dicht- und Klebtechnik

The newsletter offers the reader a summary of all adhesive bonding technology news and industry news. It also provides information about upcoming trade fairs and events in the adhesive bonding technology sector.

Frequency:

weekly, every Wednesday

Recipients:

2,915 subscribers (January 2024)

Website: adhaesion.com

adhaesion.com offers within the specialized portal Springer Professional articles on innovative joining technologies, cross-industry adhesive bonding technology news and the latest information on application-related adhesive bonding technology research.

Access values Springer Professional:

Page impressions: 1,027,067

Visits: 394,688

(Ø February 2023 - January 2024 | source: IVW)



Advertising formats Newsletter	Pixel format (width × height)	kB	fixed price in Euro
Text ad small + logo/picture (gif or jpeg) ¹	pic 140 × 100, text 300 characters ²	max. 45	550
Text ad small + logo/picture (gif or jpeg) ¹	pic 140 × 100, text 650 characters ²	max. 45	660
Fullsize banner (GIF or JPEG) ¹	468 × 60	max. 45	660
Rectangle (GIF or JPEG) ¹	300 × 250	max. 45	660
Premium Banner (GIF or JPEG) ¹	600 × 315	max. 45	880

¹ not animated files | ² incl. spaces

Advertising formats Web	Pixel format (width × height)	kB	CPM in Euro
Fullsize banner	468 × 60	max. 120	110
Superbanner (bigsize)	728 × 90	max. 120	110
Sky scraper	120 × 600	max. 120	121
Wide sky scraper	160 or 200 × 600	max. 120	121
Medium rectangle	300 × 250	max. 120	110
Wallpaper (Superbanner + sky scraper)	728 × 90 + 120 × 600	je max. 120	198
Billboard	770 800 870 or 970 × 250	max. 120	198
Half page	300 × 600	max. 120	198

Zahlungsbedingungen | Datenanlieferung

Gültig für Deutschland: Preise zzgl. MwSt.; 2% Skonto bei Zahlung vor Erscheinen; 15% AE-Provision; Zahlungsfälligkeit sofort nach Rechnungserhalt.

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Datenlieferung: bis 5 Werktage vor Schaltbeginn an: banner-wiesbaden@springer.com

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