



EUROPEAN

COATINGS SHOW 2023

+ ADHESIVES – SEALANTS – CONSTRUCTION CHEMICALS



THE INDUSTRY'S LEADING TRADE FAIR NUREMBERG – GERMANY

European Coatings Show: 28 – 30 March 2023

European Coatings Show Conference: 27 – 28 March 2023

www.european-coatings-show.com

ADVERTISING OPPORTUNITIES



- » Print Advertising
- » Newsletter Advertising
- » Online Advertising
- » Conference Sponsorships
- » App Sponsorship
- » Preferred Directory Listing
- » Email Advertising

- » **Discounts**
- » **Advertising Contacts**



ADVERTISING OPPORTUNITIES



PRINT ADVERTISING



**Closing date
PREVIEW:
26 October 2022**

EC SHOW PREVIEW

Pre-show newspaper and kick-off for visitors to get prepared for the show. Benefit from the highest possible market reach through an unmatched distribution!

Publication date: 1 December 2022

Print run: 70,000 copies **plus** digital distribution

Distribution:

- magazine inserts in European Coatings Journal and FARBE UND LACK
- mailings to all former and potential visitors of the EC SHOW
- digital version promoted through the EC NEWSLETTER and social media posts

Closing date: **26 October 2022**

Digital data due: 9 November 2022

EC SHOW DAILY

The only official on-site newspapers distributed to all incoming visitors and conference delegates offering last minute info and tips for the day. Final chance to steer more visitors to your booth!

Publication date: 28 – 30 March 2023 (3 issues)

Print run:

No. 1: 7,000 copies	} plus digital distribution
No. 2: 7,000 copies	
No. 3: 5,000 copies	

Distribution:

- exclusive show floor distribution
- extensive hotel distribution
- digital version promoted through the EC NEWSLETTER, EC SHOW NEWSFLASH and social media posts

Closing date: **15 February 2023**

Digital data due: 15 March 2023



**Closing date
DAILY:
15 February 2023**



ADVERTISING OPPORTUNITIES



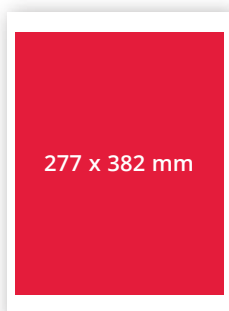
PRINT ADVERTISING

SIZES & RATES

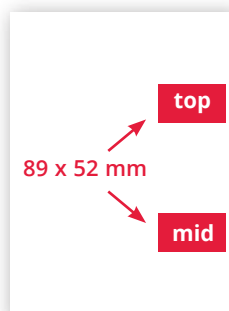
Size	Position	EC SHOW PREVIEW €	EC SHOW DAILY	
			No. 1 or 2 €/issue	No. 3 €
Tabloid page	1st right-hand page*	9,630	8,140	7,330
	back cover*	9,190	7,810	7,030
	ROP	8,360	7,100	6,390
Rectangle	front page, top position*	2,970	2,530	2,280
	front page, mid position*	2,860	2,420	2,180
Tail piece	front page*	4,510	3,850	3,470
Corner ad	upper corner, ROP	2,530	2,200	1,980
Island page	ROP	6,770	5,720	5,150
1/2 page	ROP	5,060	4,400	3,960
1/3 page (horizontal)	ROP	3,410	2,970	2,680
1/4 page (square)	ROP	2,590	2,260	2,040
Post-it ad (production included)	front page, readhesive*	11,110	4,290	3,870

Rates are per issue, full colour (CMYK), and subject to VAT where applicable. Non-ECS 2023 exhibitors add 50% on total rate. Loose inserts are not available. Special positions (*) cannot be cancelled. Cancellation date for print advertising orders: 6 weeks before publication.

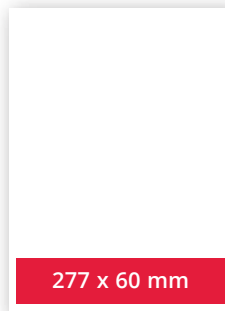
SPECIFICATIONS (W X H)



Tabloid page



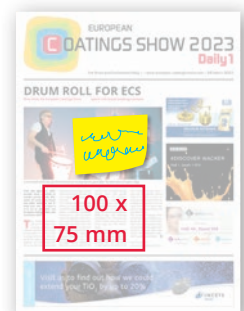
Rectangle



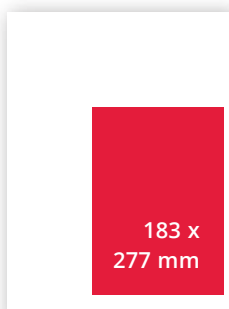
Tail piece



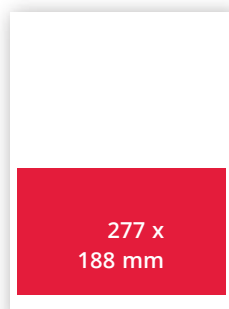
Corner ad



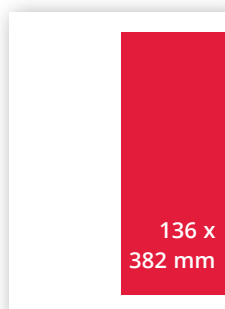
Post-it ad



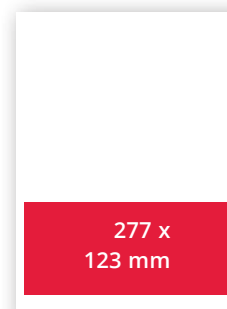
Island page



1/2 page (horizontal)



1/2 page (vertical)



1/3 page



1/4 page

Bleed: Only available for tabloid, 1/2, and 1/3 pages, tail pieces, and corner ads. Oversize per bleed edge 3 mm, critical matter must be kept at least 5 mm from all trim edges.



ADVERTISING OPPORTUNITIES



NEWSLETTER ADVERTISING

View record in your browser

EUROPEAN
COATINGS SHOW 2023
ADHESIVES - SEALANTS - CONSTRUCTION CHEMICALS

newsflash06

The European Coatings Show Newsletter is a free of charge newsletter for all visitors of the European Coatings Show, taking place in Nuremberg-Germany.

CONFERENCE HIGHLIGHTS
OFF TO A GOOD START

On Monday, the conference, which more than 800 delegates will be attending, kicks off with the ceremony. During this opening session, the European Coatings Show Award will be handed out. This prestigious prize, which is sponsored by the European Coatings Journal, goes to the best paper to be delivered at the conference. Another highlight is the keynote speech, Professor/Research Director at IZOPH (The City of Paris Institute of Polymer and Chemistry Higher Educational Institution) in France will give a speech entitled "Towards functional coatings and materials by dynamic covalent chemistry" in his keynote, he will present his research project on dynamic covalent chemistry and its potential for the coatings industry. After the ceremony, the remaining sessions will start.

LEARN MORE

COVESTRO
INVENTING POLYMER STANDARDS FOR YOU

Covestro is an independent, globally leading provider of polymer solutions in the field of coatings, adhesives, and sealants, we operate a cutting-edge network of production plants with the same high standards at every site. This is to give our customers the best formulations globally. We are committed to efficiency and reliable quality in every region. What can we invent for you?

LEARN MORE

silcona **SILCO-coating active**

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PUBLIC TRANSPORT
GETTING AROUND IN NUREMBERG

Visitors of the European Coatings Show will find a well-organized public transport in Nuremberg. The city has a suburban train network, a subway as well as major bus lines. However, it is important to know that using the public transport is not included in the train fare tickets. Visitors have to buy transport tickets separately. To avoid long lines in front of the ticket machines it is recommended to buy tickets in advance via the online shop of the regional transportation service VGN. The tickets can be saved on your mobile device. Staying at Nuremberg means you can get to Nuremberg faster with 8 minutes on the U2 and U11 subway services.

LEARN MORE

btal

Free tickets for 1000 visitors
from 10.000 € to 100.000 €
1.000.000 €

EC SHOW NEWSFLASH

Official e-newsletter from the world-leading coatings event and digital countdown to the Nuremberg show. 'Appetizer' show news and exhibitor highlights - all in a nutshell!

Publication dates: No. 1: 13 February 2023
No. 2: 20 February 2023
No. 3: 27 February 2023
No. 4: 6 March 2023
No. 5: 13 March 2023
No. 6: 20 March 2023

Mailing list: approx. 45,000 recipients

Distribution: → former show visitors and exhibitors
→ former conference delegates
→ all pre-registered 2023 show visitors and conference delegates

Metrics: opening rate, adviews, adclicks, CTR (monthly report)

Closing date: **5 business days before publication date**

Digital data due: 3 business days before publication date

SIZES, RATES & SPECIFICATIONS

Size	Specifications	EC SHOW NEWSFLASH		
		No. 1 or 2 €/issue	No. 3 or 4 €/issue	No. 5 or 6 €/issue
Text ad	<ul style="list-style-type: none"> • Headline: max. 70 characters (incl. spaces) • Copy: max. 400 characters (incl. spaces) • Picture/logo: 600 x 240 px, max. 100 KB, JPEG, GIF (not animated) • Link: max. 1 URL (not to be included in copy, for use as separate CTA button) 	2,400	2,600	2,900
Banner ad	<ul style="list-style-type: none"> • 600 x 220 px incl. link, max. 100 KB, JPEG, GIF (not animated) 	2,100	2,300	2,600

Rates are per issue and subject to VAT where applicable. Non-ECS 2023 exhibitors add 50% on total rate. Cancellation date for newsletter advertising orders: 6 weeks before publication date. Order of ad placement: first-come, first-served. Limited availability.



ADVERTISING OPPORTUNITIES



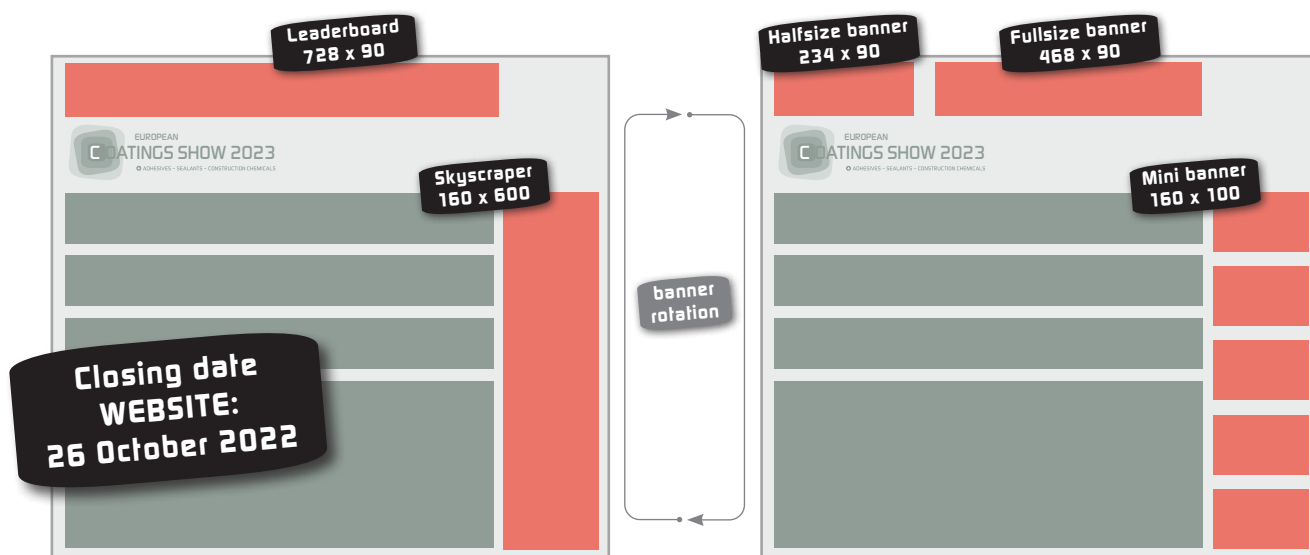
ONLINE ADVERTISING



EC SHOW WEBSITE

The one-stop destination for all visitors planning to attend the show. Your run-of-site banner ad ensures highest visibility!

- Run time:** 1 January - 30 April 2023 (4 months)
Position: Run-of-site (excl. EC SHOW ONLINE DIRECTORY)
Metrics: adviews, adclicks, CTR (monthly report)



SIZES, RATES & SPECIFICATIONS

Size	Specifications	EC SHOW WEBSITE €/total run time
Skyscraper	<ul style="list-style-type: none"> 160 x 600 px (mobile 300 x 250 px); JPEG, GIF, PNG rotating; alternating with group of mini banners max. no.: 3 	7,400
Leaderboard	<ul style="list-style-type: none"> 728 x 90 px (mobile 320 x 100 px); JPEG, GIF, PNG rotating; alternating with group of halfsize/fullsize banners max. no.: 3 	6,000
Fullsize banner	<ul style="list-style-type: none"> 468 x 90 px (mobile 320 x 50 px); JPEG, GIF, PNG rotating; alternating with leaderboard max. no.: 3 	4,900
Halfsize banner	<ul style="list-style-type: none"> 234 x 90 px (mobile 320 x 50 px); JPEG, GIF, PNG rotating; alternating with leaderboard max. no.: 3 	4,200
Mini banner	<ul style="list-style-type: none"> 160 x 100 px (mobile 320 x 50 px); JPEG, GIF, PNG rotating in groups of 5; alternating with skyscraper max. no.: 20 (display in groups of 5) 	3,600

Rates subject to VAT where applicable.
 Non-ECS 2023 exhibitors add 50% on total rate.
 Cancellation date for online advertising orders: 26 October 2022.



ADVERTISING OPPORTUNITIES



CONFERENCE SPONSORSHIPS



Closing date
CONFERENCE SPONSORSHIPS:
10 February 2023

EC SHOW CONFERENCE

Europe's largest and most important general coatings conference assembling the global coatings expertise under one roof! Benefit from exclusive marketing exposure and present your company as a competitive and high-performance supplier to a first-class audience!

Closing date: 10 February 2023

Materials due:

- digital data: 17 February 2023
- sponsorship items: 3 March 2023
(customs cleared delivery to Vincentz Network premises)

BRANDED SPONSORSHIP ITEMS (conference distribution only)

BALLPOINT PENS	NOTEPADS	PORTFOLIOS	POWER BANKS	TOTE BAGS	
€ 2,900 (production excluded) € 3,900 (production included)	€ 2,900 (production excluded) € 3,900 (production included)	€ 2,900 (production excluded) € 3,900 (production included)	€ 2,900 (production excluded) € 7,500 (production included)	€ 3,400 (production excluded) € 5,500 (production included)	
WATER BOTTLES	LANYARDS <i>reserved</i>	GRANOLA BARS	HAND SANITIZERS <i>reserved</i>	MICROFIBRE CLEANING CLOTHS	PAPER TISSUES
€ 2,500 (prod. excluded) € 3,900 (prod. included)	€ 3,900 (prod. included)	€ 2,500 (prod. excluded) € 3,300 (prod. included)	€ 3,300 (prod. included)	€ 3,300 (prod. included)	€ 3,300 (prod. included)

SPONSORSHIP SPECIALS

PHOTO BOOTH	CELL CHARGING STATION	SWAG BAG INSERTS	WIFI	COFFEE BREAK
During the conference, all delegates can use your branded photo booth free of charge. All snapshots will be branded with your company logo and message and can be automatically shared via your corporate social media accounts.	During the conference, all delegates can use your branded cell charging station free of charge. The station offers lockers for safe keeping and a monitor to show your corporate video.	Have your company/product brochure or branded give-away inserted in a swag bag handed to all conference delegates. Limited availability: 5 sponsorships.	Provide premium WiFi for all conference delegates. The user ID and password will be named after your company and/or your products. A session time-out after 2 hours makes sure that users need to re-key in the ID and password for increased brand recall. <i>reserved</i>	During the 2-day conference, multiple coffee breaks will be offered to the delegates. Your sponsorship will be acknowledged on-site with roll-up posters, menu cards and branded napkins. <i>reserved</i>
€ 3,900	€ 3,900	€ 2,500	€ 3,900	€ 2,900

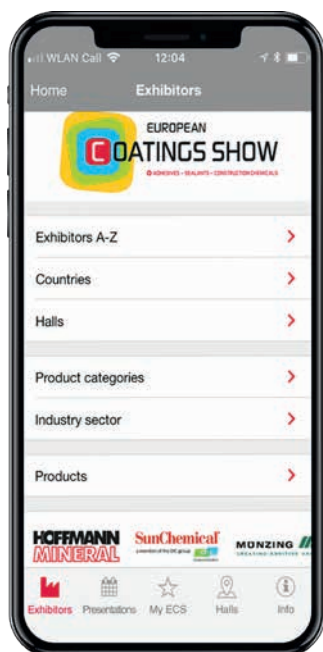
Rates subject to VAT where applicable. Non-ECS 2023 exhibitors add 50% on total rate. Additional conference sponsorship opportunities on request. Conference sponsorships cannot be cancelled.



ADVERTISING OPPORTUNITIES



APP SPONSORSHIP



EC SHOW APP

The EC SHOW and CONFERENCE on the go! Indispensable tool to navigate through the event. App sponsorships are limited to 5 and offer you maximum exposure on the show floor!

Run time: 1 February – 30 April 2023 (3 months)

Metrics: users, sessions, adviews, adclicks, views company profile (report in May 2023)

RATE & SPECIFICATIONS

(max. 5 sponsorships available, each package includes all items mentioned below)

Size	Position	Specifications	EC SHOW APP €/total run time
Sponsor splash screen	<ul style="list-style-type: none"> full page random display linked with exhibitor detail page 	<ul style="list-style-type: none"> iOS: 1242 x 2688 px, 1242 x 2208 px, 2732 x 2048 px Android: 1440 x 2560 px JPEG, PNG 	7,900
Tab bar banner	<ul style="list-style-type: none"> on all lists and navigation pages (not detail or info pages), sticky ad above the tab bar (iOS) or at the bottom (Android) rotating linked with exhibitor detail page 	<ul style="list-style-type: none"> 1440 x 225 px JPEG, PNG 	
Sponsor logo gallery	<ul style="list-style-type: none"> on all navigation pages (not start page) endless horizontal loop scroll linked with exhibitor detail page 	<ul style="list-style-type: none"> 1440 x 315 px JPEG, PNG 	
Start page banner	<ul style="list-style-type: none"> bottom of start page rotating linked with exhibitor detail page 	<ul style="list-style-type: none"> 1440 x 450 px JPEG, PNG 	
Sandwich banner	<ul style="list-style-type: none"> interrupting all lists/search results repeating linked with exhibitor detail page 		
Sponsor banner	<ul style="list-style-type: none"> on all navigation pages, directly under navigation bar (iOS) or action bar (Android) rotating linked with exhibitor detail page 		



Rate subject to VAT where applicable. Non-ECS 2023 exhibitors insertion orders cannot be accepted. Cancellation date for app sponsorship orders: 26 October 2022.



ADVERTISING OPPORTUNITIES



PREFERRED DIRECTORY LISTING



EC SHOW DIGITAL EXHIBITOR DIRECTORY

Powerful tool for visitors to search for exhibitors by various criteria, above all by product category. Secure a 'Top of List' position in your preferred product categories – online and in the official SHOW APP!

Run time: 1 January – 30 April 2023 (4 months)

Metrics: visits, visitors, views company profile (report in May 2023)

RATES

No. of product categories	EC SHOW DIGITAL EXHIBITOR DIRECTORY €/product category/total run time
1 – 3	500
4 – 7	470
8 – 12	440
13 – 17	410
18 or more*	7,500 (total rate)

* 18+ is limited to max. 5 exhibitors and includes display of company logo on the online directory's landing page ('Dashboard').

Rates subject to VAT where applicable. Non-ECS 2023 exhibitors insertion orders cannot be accepted. Cancellation date for preferred directory listing orders: 26 October 2022. Limited availability.

MAKE YOUR CHOICE!

Please select your preferred 'Top of List' product categories in the EC SHOW DIGITAL EXHIBITOR DIRECTORY. The max. number of advertisers per product category is limited to 3, names will appear in alphanumerical order.

Please note that only product categories carrying a check box (☑) at the beginning can be selected!

PRODUCT CATEGORIES

1. COATING RAW MATERIALS

1.1 Binders

- 1.1.1 Natural binders
- 1.1.2 Acrylic resins
- 1.1.3 Alkyd resins
- 1.1.4 Amino resins
- 1.1.5 Cellulose nitrates
- 1.1.6 Epoxy resins
- 1.1.7 Isocyanate resins
- 1.1.8 Melamine resins
- 1.1.9 Polyester resins
- 1.1.10 Polyurethanes
- 1.1.11 Silicone resins
- 1.1.12 Monomers
- 1.1.13 Intermediates
- 1.1.14 Dispersions
- 1.1.15 Other binders

1.2 Solvents

1.3 Pigments

- 1.3.1 Anticorrosion pigments
- 1.3.2 Color pigments (inorganic)
- 1.3.3 Color pigments (organic)
- 1.3.4 White pigments
- 1.3.5 Effect pigments
- 1.3.6 Pigment preparations
- 1.3.7 Other pigments

1.4 Fillers

1.5 Additives

- 1.5.1 Biocides
- 1.5.2 Anti-foam additives and de-aerators
- 1.5.3 Adhesion promoters
- 1.5.4 Anti-skinning agents
- 1.5.5 Catalysts

1.5.6 Matting agents

1.5.7 Rheological additives

1.5.8 Slip additives and lubricants

1.5.9 Stabilizers

1.5.10 Surfactants, crosslinking agents, dispersants, emulsifiers

1.5.11 Thixotropic agents (thickeners)

1.5.12 Driers

1.5.13 Levelling agents

1.5.14 Waxes

1.5.15 Plasticizer

1.5.16 Other additives

2. PRINTING INK RAW MATERIALS

2.1 Binders

- 2.1.1 Natural binders



ADVERTISING OPPORTUNITIES



PREFERRED DIRECTORY LISTING

- 2.1.2 Acrylic resins
- 2.1.3 Cellulose nitrates
- 2.1.4 Polyester resins
- 2.1.5 Polyurethanes
- 2.1.6 Silicone resins
- 2.1.7 Monomers
- 2.1.8 Intermediates
- 2.1.9 Other binders

2.2 Solvents

2.3 Pigments and dyes

- 2.3.1 Color pigments (inorganic)
- 2.3.2 Color pigments (organic)
- 2.3.3 White pigments
- 2.3.4 Effect pigments
- 2.3.5 Pigment preparations
- 2.3.6 Dyes
- 2.3.7 Other pigments and dyes

2.4 Additives

- 2.4.1 Biocides
- 2.4.2 Anti-foam additives and de-aerators
- 2.4.3 Anti-skinning agents
- 2.4.4 Catalysts
- 2.4.5 Matting agents
- 2.4.6 Rheological additives
- 2.4.7 Stabilizers
- 2.4.8 Surfactants, crosslinking agents, dispersants, emulsifiers
- 2.4.9 Thixotropic agents (thickeners)
- 2.4.10 Levelling agents
- 2.4.11 Waxes
- 2.4.12 Other additives

3. ADHESIVE RAW MATERIALS

3.1 Polymers

- 3.1.1 Natural (modified) polymers
- 3.1.2 Ethylene vinyl acetate copolymers (EVA)
- 3.1.3 Polyamides
- 3.1.4 Polysulfides
- 3.1.5 Polyurethanes
- 3.1.6 Silicones
- 3.1.7 Polyester
- 3.1.8 APAOs
- 3.1.9 Other polymers

3.2 Polymer dispersions

- 3.2.1 Acrylates
- 3.2.2 Polyurethanes
- 3.2.3 Vinyl acetates
- 3.2.4 Other polymer dispersions

3.3 Monomers

- 3.3.1 Isocyanates
- 3.3.2 (Meth)Acrylates
- 3.3.3 Other monomers
- 3.3.4 Epoxides

3.4 Resins, tackifiers

- 3.4.1 Natural (modified) resins
- 3.4.2 Synthetic resins
- 3.4.3 Inorganic-organic hybrid resins

3.5 Fillers

3.6 Solvents

3.7 Plasticizers/oils

3.8 Additives

- 3.8.1 Anti-foam additives
- 3.8.2 Adhesion promoters
- 3.8.3 Preservatives
- 3.8.4 Surfactants, crosslinking agents, dispersants, emulsifiers
- 3.8.5 Mould-release agents
- 3.8.6 Thickening agents
- 3.8.7 Levelling agents
- 3.8.8 Other additives
- 3.9 Waxes

4. INTERMEDIATES FOR CONSTRUCTION CHEMICALS

4.1 Raw materials

- 4.1.1 Dispersions
- 4.1.2 Binders
- 4.1.3 Fibers
- 4.1.4 Pigments
- 4.1.5 Fillers
- 4.1.6 Other raw materials

4.2 Additives and admixtures

- 4.2.1 Concrete additives
- 4.2.2 Mortar additives
- 4.2.3 Plaster additives
- 4.2.4 Cleaning agents
- 4.2.5 Demoulding agents
- 4.2.6 Fire retardants
- 4.2.7 Methyl celluloses

- 4.2.8 Other additives and admixtures

5. LABORATORY AND PRODUCTION EQUIPMENT

5.1 Mixers

- 5.1.1 Dissolvers
- 5.1.2 Continuous mixers
- 5.1.3 Intermittent mixers
- 5.1.4 Container mixers
- 5.1.5 Laboratory mixers
- 5.1.6 Ultrasonic milling
- 5.2 Extruders, kneaders
- 5.3 Mills, triple roller mills and accessories
- 5.4 Engineering
- 5.5 Filters and filtration
- 5.6 Pumps
- 5.7 Metering devices, balances
- 5.8 Conveying systems
- 5.9 Filling systems
- 5.10 Packaging
- 5.11 Labelling machines
- 5.12 Logistics
- 5.13 Tinting systems
- 5.14 Screening machines and sintering plants
- 5.15 Coolers
- 5.16 Pipe technology
- 5.17 Other laboratory and production equipment

6. TESTING AND MEASURING EQUIPMENT

6.1 Quality control and laboratory testing equipment

- 6.1.1 Mechanical properties
- 6.1.2 Optical properties
- 6.1.3 Chemical properties
- 6.1.4 Rheology
- 6.1.5 Stability
- 6.1.6 Surface tension and wetting

6.2 Production and process control

- 6.2.1 Pressure gauges
- 6.2.2 Flowmeters
- 6.2.3 Moisture meters
- 6.2.4 Filter monitors
- 6.2.5 Level indicators
- 6.2.6 Process controls

- 6.2.7 Process monitoring and visualisation technologies
- 6.3 Other testing and measuring equipment

7. APPLICATION

- 7.1 Plant and machinery for painting, enamelling
- 7.2 Complete spray systems for painting, enamelling
- 7.3 Drying and curing plant
- 7.4 Other application equipment

8. ENVIRONMENTAL PROTECTION AND SAFETY AT WORK

- 8.1 Occupational safety
- 8.2 Container washing equipment
- 8.3 Emission treatment
- 8.4 Effluent treatment
- 8.5 Solvent recycling
- 8.6 Other environmental protection and safety at work

9. SERVICES

- 9.1 Software, hardware
- 9.2 E-Commerce
- 9.3 Training and education
- 9.4 Technical information and publication
- 9.5 Consultancy
- 9.6 Research & Development
- 9.7 Contract manufacturing
- 9.8 Other services

Company name

Contact person

Email

Phone



ADVERTISING OPPORTUNITIES



EMAIL ADVERTISING



EC SHOW DIRECT E-BLAST

Reach out to all registered attendees of the EC SHOW with an exclusive direct e-blast! Visitor pre-registration numbers increase rapidly about four weeks before the event, peaking at 80% right before the show begins. Available from four weeks before the show and one week after the event and limited to max. 2 e-blasts per week, consider your marketing message delivered!

Availability: weeks of 27 February – 20 March and 1 April 2023 (limited to 2 e-blasts/week, Tuesdays and Thursdays)

Metrics: opening rate, adviews, adclicks, CTR (report two weeks after date of dispatch)

Closing date: **10 business days before date of dispatch**

Digital data due: 7 business days before date of dispatch

RATES

Week of dispatch	EC SHOW DIRECT EBLAST €
27 February – 3 March 2023	5,900
6 – 10 March 2023	6,400
13 – 17 March 2023	6,900
20 – 24 March 2023	7,400
1 – 5 April 2023 (post-show week)	7,900

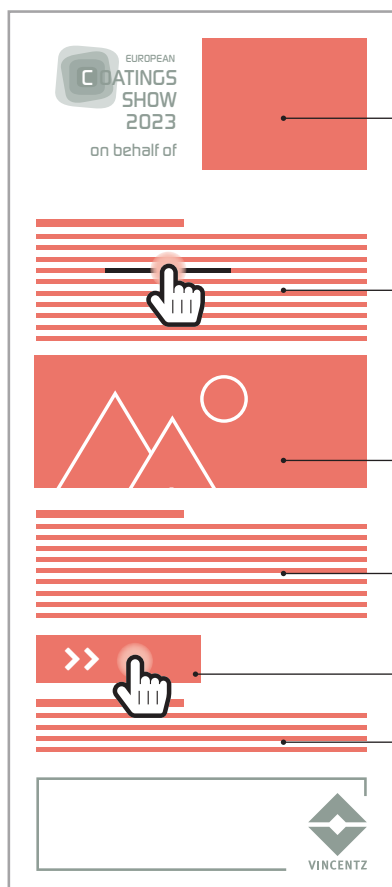
Rates subject to VAT where applicable. Max. 2 direct e-blasts/client.

Non-ECS 2023 exhibitors add 50% on total rate.

Cancellation date for direct email advertising orders: 6 weeks before date of dispatch.

SPECIFICATIONS

- Your company logo:** max. 300 x 240 px
- Your text (top position):** headline: max. 34 characters incl. spaces
text: max. 400 characters incl. spaces and link to your website
- Your picture:** max. 600 x 240 px (GIF, JPEG, max. 100 MB)
- Your text (mid position):** headline (optional): max. 34 characters incl. spaces
text: max. 400 characters incl. spaces
- Call-to-action element** incl. link to your website (same URL as in text 'top position')
- Your text (bottom position):** headline (optional): max. 34 characters incl. spaces
text: max. 200 characters incl. spaces



ADVERTISING OPPORTUNITIES



ADHESIVES - SEALANTS - CONSTRUCTION CHEMICALS

DISCOUNTS

SERIES DISCOUNTS

PREVIEW / DAILY	NEWSFLASH	CONFERENCE SPONSORSHIPS	WEBSITE	DIRECT EBLAST
3x ads = 5% 4x ads = 10%	2x ads = 3% 3x ads = 5% 4x ads = 10% 6x ads = 20%	2x items = 3% 3x items = 5%	2x ads = 3% 3x ads = 5%	2x eblasts = 3%

VOLUME DISCOUNTS

TOTAL ADVERTISING VOLUME*				
> € 10,000 = 3%	> € 15,000 = 5%	> € 20,000 = 8%	> € 25,000 = 10%	> € 30,000 = 12%

* Only applies to offerings from this media kit. Series and volume discounts are alternative offerings and cannot be combined, the more favorable one will be automatically applied.



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