Sponsored Post | The individual and effective advertorial
Sponsored Post/Article | Individual and effective

The sponsored post/article aims to position and establish advertising partners in an unconspicuous but sustainable way as a part of the usership. This special advertising format appears as a normal posting and therefor it is very suitable to present products and services to the readers. The placement stands out with various creative executions and the scope of information that can be presented. A posting is able to contain images, videos, links and other elements upon request. The text of the sponsored post is created by the advertising client according to his own criteria. Besides, the sponsored post - posted once - remains on the website like the other editorial contributions and reaches the multipliers for a long time.

Advantages:

• High visibility – also in the RSS-Feeds
• Uses all available communication channels:
  RSS, Twitter, Facebook
• Not imposing but sustainable and effective
• Committed to the users
• High acceptance within the target group
• Highly suitable for long-term image campaigns, which are intended to introduce a brand to the usership
Sponsored Post

The article is authored by the advertisers. It appears as a guest post in the design of an editorial article with up to 5,000 digits including spaces. The post may contain a maximum of 10 images and/or 1 video and up to 5 links [Follow]. The sponsored post is marked as corporate contribution.

The sponsored post is well suited for the presentation of companies and its products. It should have the form of an expert guest post or interview. The value of the content for airliners.de readers is at the forefront of this article. Pure advertising is not permitted.

The sponsored post will be published by the editorial team and editorially adapted if necessary. The advertiser delivers all texts, images etc. The publisher reserves the right to reject articles if necessary.

Distribution of the sponsored post via:
• Twitter: about 2.500 Followers*
• Facebook: about 8.500 Fans* and
• Newsletter (app. 12.000 receivers*)

Is available on the website for 24 hours, appears once in the messages-newsletter and moves then into a thematically appropriate section. Stays max. 1 year present, available and is search engine effective.

Refresh:
There exists the possibility to place the article repeated as a “recommended article” on the homepage after at least one week for another 24 hours.

* Status March 2015
A guest-article contributed by the advertiser with 5,000-10,000 digits including blank spaces, max. 2 images, screenshots or videos and 5 hyper links [No Follow]. The sponsored post is suitable for introductions of companies and products. It should have the character of a companion article or an interview. Sponsored posts should also match to the audience of business-wissen. The sponsored post will be published by the editing team and editorially adapted if necessary (e.g. subheadings).

Distribution of the sponsored post via:
- RSS-Feed: about 9.500 receivers
- Twitter: about 940 followers
- Facebook: about 950 fans

The article remains 24 hours at the TOP position on the homepage. Afterwards it moves to an adequate section. Your sponsored post will appear on business-wissen.de for at least one year and can hence be found by all search engines.

Optional: Author box with advertising link resp. product link

Refresh:
There exists the possibility to place the article repeated as a “recommended article” after at least one week for another 24 hours.
The sponsored post is a display in the editorial style of deutsche-startups.de.

**Advantages:** In addition to the visitors of the website you achieve also all feed readers, newsletter-subscribers, the pursuers on Twitter and fans on Facebook. It is a guest-article contributed by the advertiser with up to 5.000 digits. The sponsored post is suitable for introductions of companies and products.

**Distribution of the sponsored post via:**
- Textlink in the news ticker (4 weeks)
- 24 hours on the homepage (Slider)

**Further measures:**
- Newsletter-subscribers – 4.038
- Twitter followers – about 52.500
- Facebook fans – about 63.000

The sponsored post will be archived. Examples: [http://www.deutsche-startups.de/tag/anzeige/](http://www.deutsche-startups.de/tag/anzeige/)

**Specifications:** Photo (on top) 720x480 px, photos in the text 580x360 px -> 1 photo on top, max. 2 photos in the text, 30 KB | The headline is allowed to be 60 digits long (inclusive the word "Sonder-veröffentlichung"). The lead text (between headline and lead picture) is allowed to be up to 280 digits long | Length of the text may be 5,000 digits long | Up to four hyperlinks are allowed | Video is possible
A guest-article contributed by the advertiser with up to 5,000 digits including blank spaces, max. 2 images, and/or 1 video and up to 3 hyperlinks [NoFollow]. The sponsored post is suitable for introductions of companies and products. It should have the character of a companion article or an interview. The sponsored post will be published by the editorial team and editorially adapted if necessary (e.g. subheadings).

**Distribution of the sponsored post via:**
- Twitter: about 5,748 followers
- Facebook: about 6,095 fans
- automated over RSS-Feed
- Newsletter (46,000 subscribers): for an additional charge

Article remains 24 hours on the homepage and moves to an adequate section afterwards. Can be found in the section of interesting themes on the homepage for four weeks. Your sponsored post will appear for at least one year and can hence be found by all search engines.

**Refresh:**
There exists the possibility to place the article repeated as a “recommended article” after at least one week for another 24 hours.
A guest-article contributed by the advertiser with 3,500 to 6,000 digits including blank spaces, max. 2 images, and/or 1 video and up to 2 hyperlinks [NoFollow]. The sponsored post is suitable for introductions of companies and products. It should have the character of a companion article or an interview. The sponsored post will be published by the editorial team and editorially adapted if necessary (e.g. subheadings).

Distribution of the sponsored post via:
- RSS-Feed : automated
- Xing: 981
- Twitter (1.255), Facebook (1.155), Google+ (6.200): optional
- Push-Message via Mobile App „Gründer 1x1“ (6.000 views): optional
- BWL24-Newsletter (60.000): available at extra cost (Subscribers in brackets)

The article remains 24 hours at the TOP position on the homepage. Afterwards it moves to an adequate section. Your sponsored post will appear on business-wissen.de for at least one year and can hence be found by all search engines.

Refresh:
There exists the possibility to place the article repeated as a “recommended article” after at least one week for another 24 hours.

The editorial reserves the right not to publish or to correct the text by arrangement.
The article is authored by the advertisers. It appears as a guest post in the design of an editorial article with up to 5,000 digits including spaces. The post may contain a maximum of 3 images and/or 1 video and up to 3 links [NoFollow]. The article is marked as a sponsored post.

The sponsored post is well suited for the presentation of companies and its products. It should have the form of an expert guest post or interview. The value of the content for airliners.de readers is at the forefront of this article. Pure advertising is not permitted.

The sponsored post will be published by the editorial team and editorially adapted if necessary. The advertiser delivers all texts, images etc. The publisher reserves the right to reject articles if necessary.

**Distribution of the sponsored post via:**
- Twitter: approx. 201 Followers*
- Facebook: approx. 11.149 Fans* and
- Newsletter Unternehmer-News (app. 14.000 receivers*)

Article remains 24 hours on the homepage and moves to an adequate section afterwards. Your sponsored post will appear for one year and can hence be found by all search engines.

**Refresh:**
There exists the possibility to place the article repeated as a “recommended article” on the homepage after at least one week for another 24 hours.

**Detailed specifications on request**

* Status May 2015
An article, which is obviously labeled as "Sponsored Post" in the look and feel of the Legal Tribune ONLINE-website. The color coding guarantees a high level of attention. The article is placed prominently on the homepage for a week from Monday till Sunday. Afterwards it can be found permanently in the section "Sponsored Article" and via the search function.

Following elements can be integrated into the article:
- Text with up to 8,000 digits inclusive blank spaces
- A pictures section with up to seven pictures, alternatively three images in the text or a video
- Up to five hyperlinks [NoFollow]

Distribution of the sponsored post via:
- Newsletter: about 25,000 subscribers
- Facebook: more than 40,883 fans
- Twitter: more than 6,623 followers
- Google Plus: about 380 fans

Extended booking: Sponsored slot
Up to 4 „Sponsored Articles" which are summarized and placed on the homepage for a week from Monday to Sunday. A text will appear with an image and a teaser text, more articles will be teased in a link box.

The editorial reserves the right not to publish or to correct the text by arrangement.

Also bookable as a product presentation / lottery incl. video
This form of advertising has established itself as the most popular and most promising form of advertising. These campaigns have a clear goal and are performance-driven. Thus, a sponsored post is perfect for a product which requires explanation and has to be presented to a large and relevant audience. Benefit from the trust-factor and reach about 60,000 impressions and from 2,500 up to 5,000 direct calls.

Appears as a permanent item on all channels
Facebook: app. 27,000Fans -> inclusive promotion on Facebook
Twitter: about 12,500 Followers
RSS-Feed: about 1,500 receivers
Newsletter: app. 4,956 subscribers
Sitewidget: 3 days (20,000 Impressions)
Publication on the front page for min. 24 hours
Continued availability and ranking on Google

Refresh
There exists the possibility to place the article repeated as a “recommended article” on the homepage after at least one week for another 24 hours. Additionally, a new promotion on Facebook will be done.
Creation by advertisers or the editorial team.

Examples
Mit IBM ExperienceOne den Eisberg meistern: IBM bei der Online Marketing Rockstars Expo
Tool-Check: Ganzheitliches SEO mit OnpageDoc
Online Sichtbarkeit steigern & unabhängig von Google AdWords werden
Process
After defining the aims of the campaign all available information and images are needed. Based on these data the article will be prepared. There is the possibility to get feedback and to express change, which will be implemented by the editors before publication.

The time and date of the publication may be freely chosen by the customer after consultation with the editors.

OnlineMarketing.de reserves the right to refuse topics at one’s own discretion.

Upon request, the comment form is suppressible.
Sponsored Post

Services

News entry on t3n.de* (3)

Inclusive: screenshots, product pictures, hyperlinks, videos and product descriptions upon request.

Potential range: 172,400+ readers through automatic distribution through all t3n-online-channels:

• more than 50,000 visits/day on t3n.de
• more than 46,000 Newsletter-subscribers
• more than 18,000 RSS-Feed-receivers
• more than 99,000 Twitter-followers
• more than 104,000 Facebook-fans

Sponsored Post + TOP-News

Services

News entry on t3n.de* (3)

• TOP-News (4) on the homepage

Booking: From Monday to Thursday

Sponsored Post + Sponsor Ad

Services

News entry on t3n.de* (3)

• SponsorAd (5), 500,000 AdImpressions
• Linking directly to the sponsored post
• Extended visibility to the sponsored post for about 1 week

* Created by the contracting-authority, edited by the t3n-Editorial (released by client)
Specifications

Text/digits
Company- and product-names do not appear in capital letters on t3n.de. Please write instead of "COMPANY NAME" - "Company Name"

Amount of digits (inclusive blank spaces): between 750 and 4,500 digits
Please send us a relevant keyword for SEO (Combinations are possible, eg "cloud computing"), which we will optimize for your sponsored post.

Image material
Please deliver also continually image material (max. 3 images, in addition to that a picture gallery is possible)
Please provide a logo in high resolution for the editorial team
Minimum size of the image: about 600x400 px
Size of the Featured Image: min. 600 x 316 px, compulsorily in the format: 16:9

Format
Submit your text always in an open document (no PDF). For example, as a RTF-, TXT-, DOC-file etc.

Data delivery
Please deliver the data at least 10 days before publication to banner@businessad.de
Content requirements

1. Please note that a customer audit is included in the price. The additional costs for each additional revision will be charged with 100 EUR *.

2. t3n has the absolute sovereignty during the entire preparation- and creation-period of sponsored posts and reserves the right to make adjustments in the editorial content in advance to reject posts that do not fit to the target group of t3n.

3. Make sure during the creation of your text, that the advertising message has ideally even a real informative value for the reader / your target audience. For your benefit and the expectations of t3n's audience the editors of t3n defuse purely promotional passages.

4. Please add the desired links directly as following into the text (max 5, avoid multiple entries.): "With the help of the tool name tool-example (http://beispielttool.de/t3n-leser) ..." please illustrate words which have to be linked in italics, followed by the link which is placed in brackets.

5. At the end of the sponsored post you have the opportunity to place a "Call to Action" button. This draws the reader's attention to itself, so that they can contact you directly with one click. This happens for example in the form of an email or a link to a special landing page. Please provide your personal link and titling visible within the button.

6. Upon request the editorial staff takes over the creation of the editorial content. This costs at least 750 euros *. The creation is previously discussed with you.

7. Addressing the reader is generally done in "you“-form (Du) or using the pronoun “one“ (man).
Specifications

Text/digits

Amount of digits (inclusive blank spaces): max. about 5,000-6,000 digits.
The editorial control rests with the publisher / the final editing. Targeted improvements are possible.
The publishers reserve also the right to reject articles.

Image material
The post is able to include maximally 2-3 images and/or a video.
Bitte stellen Sie der Redaktion stets Logo- und Bildmaterial in einer hohen Auflösung (min. 150 dpi) zur Verfügung.

Links
Maximally 2-3 hyperlinks (NoFollow-Links)

Format
Submit your text always in an open document (no PDF). For example, as a RTF-, TXT-, DOC-file etc.

Data delivery
Please deliver the data at least 10 days before publication to banner@businessad.de
Maximally one correction loop per article

Please ask for the specifications of each website during the booking-process!
## Sponsored Post/Article | Rate Card

<table>
<thead>
<tr>
<th>Website</th>
<th>Sponsored Post/Slot</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>business-wissen.de</td>
<td>Refresh</td>
<td>1.000 € fix</td>
</tr>
<tr>
<td></td>
<td></td>
<td>75 € fix</td>
</tr>
<tr>
<td>lto.de</td>
<td>Sponsored Post</td>
<td>1.800 € fix</td>
</tr>
<tr>
<td></td>
<td>Sponsored Slot</td>
<td>3.000 € fix</td>
</tr>
<tr>
<td>gruenderlexikon.de</td>
<td>Refresh</td>
<td>1.500 € fix</td>
</tr>
<tr>
<td></td>
<td></td>
<td>150 € fix</td>
</tr>
<tr>
<td>Onlinemarketing.de</td>
<td>Sponsored Post</td>
<td>4.505 € fix</td>
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<tr>
<td></td>
<td>Refresh</td>
<td>580 € fix</td>
</tr>
<tr>
<td></td>
<td>Promotion Retargeting + Facebook</td>
<td>Inkl.</td>
</tr>
<tr>
<td>t3n.de</td>
<td>Sponsored Post</td>
<td>5.490 € fix</td>
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<tr>
<td></td>
<td>Refresh</td>
<td>1.500 € fix</td>
</tr>
<tr>
<td>Deutsche-startups.de</td>
<td>Sponsored Post</td>
<td>1.500 € fix</td>
</tr>
<tr>
<td></td>
<td>Refresh</td>
<td>250 € fix</td>
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<td>Foerderland.de</td>
<td>Sponsored Post</td>
<td>1.500 € fix</td>
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<tr>
<td></td>
<td>Refresh</td>
<td>150 € fix</td>
</tr>
<tr>
<td>impulse.de</td>
<td>Sponsored Post</td>
<td>1.990 € fix</td>
</tr>
<tr>
<td></td>
<td>Refresh</td>
<td>300 € fix</td>
</tr>
<tr>
<td>Airliners.de</td>
<td>Sponsored Post</td>
<td>1.500 € fix</td>
</tr>
<tr>
<td></td>
<td>Refresh</td>
<td>150 € fix</td>
</tr>
</tbody>
</table>

All rates in CPM, unless otherwise indicated: Expandables with a CPM-supplement of 25%
Conditions and Specifications

Volume Discounts *

<table>
<thead>
<tr>
<th>From</th>
<th>From</th>
<th>3 %</th>
</tr>
</thead>
<tbody>
<tr>
<td>20.000 €</td>
<td>50.000 €</td>
<td>10 %</td>
</tr>
<tr>
<td>75.000 €</td>
<td>100.000 €</td>
<td>12 %</td>
</tr>
<tr>
<td>200.000 €</td>
<td></td>
<td>14 %</td>
</tr>
</tbody>
</table>

* Be granted in relation to cash / goods discounts.

Minimum booking volume
1.000 € (net)

25% TCP-surcharge for Expandables
10 % TCP-surcharge for Video-Ads

Technical specifications
http://www.businessad.de/downloads

Delivery of the advertising media
Ten working days before the placement of advertisements to banner@businessad.de

Redirect
Third-Party-Advertising is possible

Targeting: Comprehensive possibilities for targeting:
- Regional / national (A - Austria, CH - Switzerland )
- Temporary
- Browser-specific
- Operating systems

Quality control
Optimized campaign monitoring
Transparent Reporting
For Further Information.

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