

# Promotions

## Go Native: Long-form Content Advertising

# Your Content – Our Media Channels



Promotions offer the possibility to extensively present your USP or other complex corporate content in an attractive manner to a large audience.

This way the reader benefits from the additional information that exceeds classic product advertising.

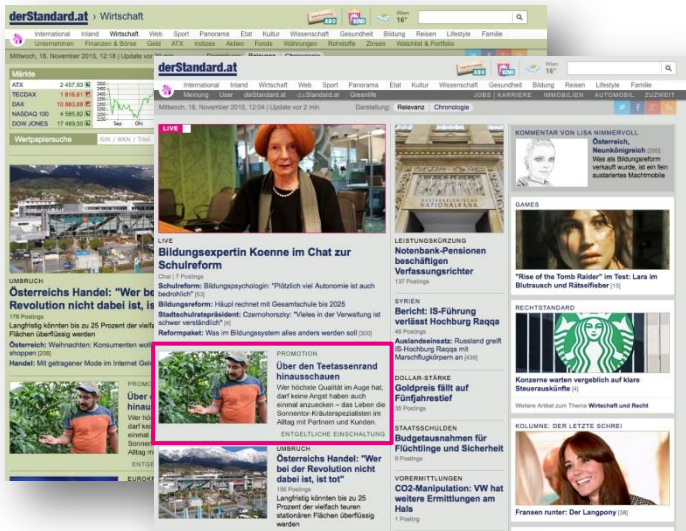
## Your benefits

- ✓ **Our Look & Feel –**  
...adds an editorial touch to your promotion
- ✓ **Unobtrusive Ad-Labeling –**  
The main focus lies on the content
- ✓ **Room for Explanation –**  
Present complex products or introduce new ideas

# Promotion-Teaser

The Promotion-Teaser leads the reader to either a single article or a promotion site with a number of articles, social media links, videos and more. The teaser can be placed on our homepage, on channel overview pages or dynamically in articles. For good click results the copy text and picture should blend in with the editorial content.

## Homepage/channel overview page



## In articles (between text and forum)



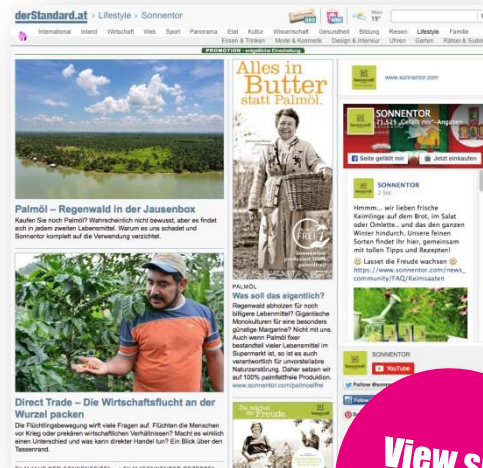
## On mobile devices



# The Promotion Site

If you have booked a promotion site with a number of articles and other elements, the Promotion-Teaser will lead to this overview page. There, readers will be able to open all articles and other elements.

## Promotion-Teaser



## Promotion article



The same linking logic applies to promotions on mobile devices.

derStandard.at





# Promotion Site: Social & Multi Media Options



## Social media

Facebook wall,  
Twitter/Pinterest button



## Video embedding

Video files or links (e.g.  
YouTube)

Lernen Sie die Augenlaser Praxis EyeLaser Wien im Rahmen eines Informationsabends kennen!  
Die EyeLaser Augenlaser Praxis veranstaltet regelmäßig unverbindliche, aufklärende Infoabende, zu denen Sie herzlichst eingeladen sind.  
Thema des Vortrages: Sehfehlerkorrektur mit modernen Lasersystemen und Implantaten

Die nächsten Infoabende finden an folgenden Tagen statt:

Dienstag, 10.12.2013 19h  
Dienstag, 17.12.2013 19h

Dr. Victor Dermartunian  
Ort: EYELASER Augenlaser Praxis Wien  
Opernring 1, Stiege R  
A-1010 Wien

Opernring 1  
In Google Maps ansehen

Es wird um eine telefonische oder E-Mail Anmeldung gebeten!

t: +43 1 236 0 276  
e: info@eyelaser.at  
w: www.eyelaser.at

## Contact information

Incl. Google Maps,  
links etc.



## Presentations/ Documents

As pdf or external link  
e.g. flyers/pamphlets or  
sales documents

# Promotion Site: Bookable Modules

Promotion-Teaser Packages				
<b>100,000 AI package</b>	<b>Teaser</b> on all overview pages in the <b>news channel</b> of your choice on desktops and dynamically on mobile devices. Dynamic delivery to target audience (FC4/week). Runtime 1 – max. 2 weeks (depending on channel).			<b>€ 2,500.–</b>
<b>200,000 AI package</b>	<b>Teaser</b> on all overview pages in the <b>news channel</b> of your choice on desktops and dynamically on mobile devices. Dynamic delivery to target audience (FC4/week). Runtime 1 – max. 3 weeks (depending on channel)			<b>€ 5,000.–</b>
<b>Recommended in combination with:</b>			<b>Desktop 400,000 AIs</b>	<b>Desktop + mobile 500,000 AIs</b>
<b>1 day – 24 hours</b>	Your teaser will be depicted on our <b>homepage (derStandard.at)</b> for <b>1 day – 24 hours</b> . It will also be delivered ROS the same or following days (FC4/day).	<b>Left Middle Right</b>	<b>€ 8,000.– € 7,000.– € 6,000.–</b>	<b>€ 9,500.– € 8,500.– € 7,500.–</b>
Ads on left and middle positions are also bookable in the scroll area of our homepage (desktop) – incl. visibility guarantee. Your ad is displayed from 0 a.m. until the guaranteed 100,000 ad impressions have been delivered: Scroll area left/middle: € 1,500.–				

Online Production/Composition	
Article or slideshow readily delivered for online production (incl. pictures)	<b>€ 300.–</b> per Article
Article/slideshow/quiz/raffle to be composed (based on delivered PR material) and produced	<b>€ 700.–</b> per Article

**Minimum order: 4 articles in combination with one Promotion-Teaser package.** All graphic material will be delivered by the customer – legitimate ownership required. Upon request we can provide pictures for an extra charge.

Add-ons	
<ul style="list-style-type: none"> <li><b>Social- &amp; Multimedia:</b> Social media walls/buttons, videos, contact information, presentation/flyers/documents</li> </ul>	<b>€ 700.–</b> per Add-on package
<ul style="list-style-type: none"> <li><b>Concept</b> Topic development and concept for your promotion site incl. graphic material (picture agencies) for your articles</li> </ul>	
<ul style="list-style-type: none"> <li><b>Classic Banner Ads on Promotion Site</b> format of your choice, no AI reports available</li> </ul>	

The promotion site will be online for 12 months. Prolongation possible upon request.

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# Promotion Site: Promotion Month

- ✓ Composition and production (based on your delivered PR-texts and graphic material) of a promotion site with **5 articles**, incl. correction loop (publication only with your approval).\*
- ✓ Your **Promotion-Teaser** will be placed on our **homepage** (desktop) derStandard.at for **2 days**. The teaser will also be delivered ROS throughout the campaign runtime (FC4/week). 800,000 AIs guaranteed.
- ✓ The **Promotion-Teaser** will be placed on all overview pages in the **news channel** of your choice on desktops and dynamically on mobile devices for **4 weeks**. Additionally, the teaser will be delivered dynamically to your target audience (FC4/week). 200,000 AIs guaranteed.
- ✓ Embedding of facebook/twitter walls, videos, presentations, documents, contact information or logos with external links.

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**Total value: € 23,200.–**

**Our offer gross: € 17,500.–**

\* Upon request we can provide pictures for an extra charge.

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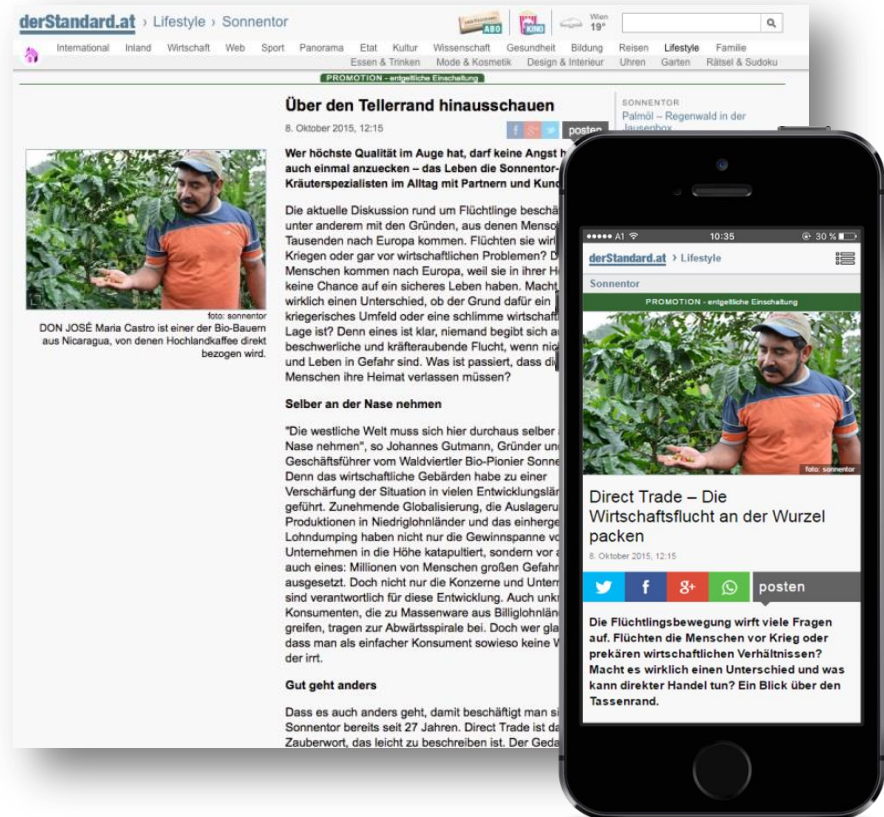
# Single Promotion Article

The Promotion-Teaser leads directly to your promotion article.

## Promotion-Teaser



## Promotion article





# Single Article: Bookable Modules

	Promotion-Teaser Placement				
Dynamic	Run of site	Your teaser is evenly distributed on all pages of our website.			CPM € 20.–
	Intelligent	Your teaser is delivered only to pages that are of interest to your target audience.			CPM € 25.–
Recommended in combination with:				Desktop 400,000 Als	Desktop + mobile 500,000 Als
Fixed	1 day – 24 hours	Your teaser will be depicted on our <b>homepage (derStandard.at)</b> for <b>1 day – 24 hours</b> . It will also be delivered ROS the same or following days (FC4/day).	Left Middle Right	€ 8,000.– € 7,000.– € 6,000.–	€ 9,500.– € 8,500.– € 7,500.–
	Fixed teaser positions (left, middle, right) are also bookable on overview pages in all news channels.				Rates upon request
Ads on left and middle positions are also bookable in the scroll area of our homepage (desktop) – incl. visibility guarantee. Your ad is displayed from 0 a.m. until the guaranteed 100,000 ad impressions have been delivered: Scroll area left/middle: € 1,500.–					

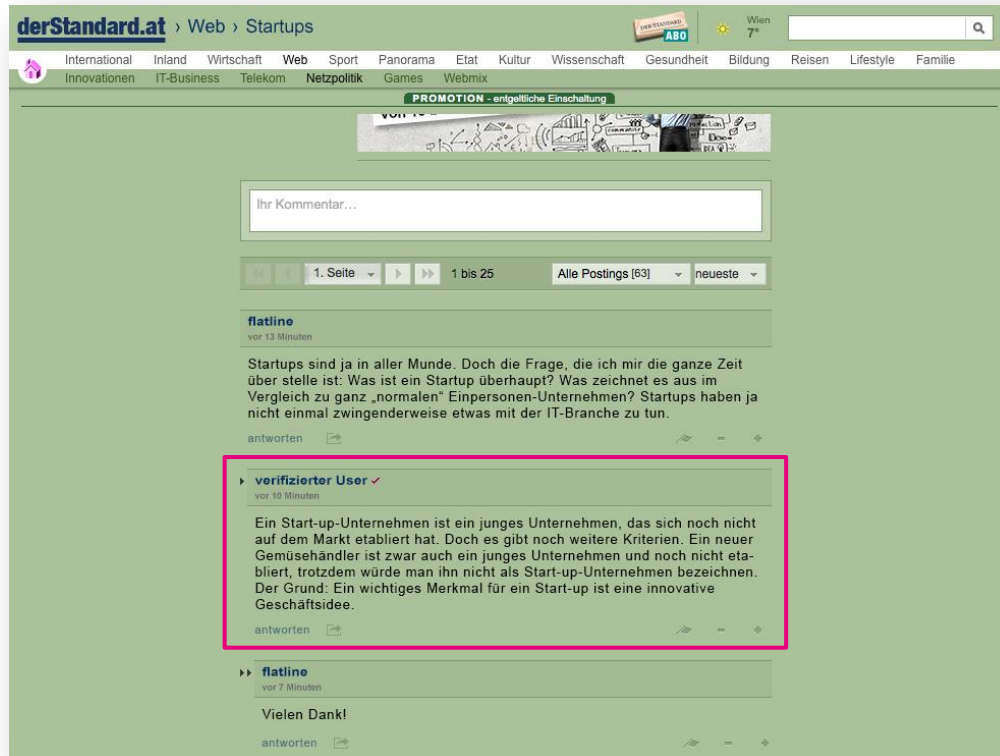
Promotion Articles and Graphic Material	
Rates quoted above apply when articles and graphic materials are readily delivered for production.	
Article to be composed (based on delivered PR material) and produced	€ 700.–
Graphic material	Per image

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# Online: Interact With Our Readers In Our Forum



It is possible to activate the forum beneath articles. This way you can interact with the readers, find out about their opinions and answer questions.

[illegible]

Promotion is delivered in a set layout. Our approval granted, your ad will be labeled as advertisement and implemented according to your booking.

**€ 19,300.-**

**Promotions** / Last update: 06.07.2017 / Offers are valid according to our rate card STD07 (effective from January 1st 2017) or until revoked

# Crossgenial: Promotion Month PLUS

Online + print (small or large package available)

## ONLINE

- ✓ Composition and production (based on your delivered PR texts and graphic material) of a promotion site with **5 articles**, incl. correction loop (publication only with your approval).\*
- ✓ Your **Promotion-Teaser** will be placed on our **homepage** derStandard.at for **2 days**. The teaser will also be delivered ROS throughout the campaign runtime (FC4/week). 800,000 AIs guaranteed.
- ✓ The **Promotion-Teaser** will be placed on all overview pages in the **news channel** of your choice on desktops and dynamically on mobile devices for **4 weeks**. Additionally, the teaser will be delivered dynamically to your target audience (FC4/week). 200,000 AIs guaranteed.
- ✓ Embedding of facebook/twitter walls, videos, presentations, documents, contact information or logos with external links.

+

## PRINT

### Frequency package

5 x 1/4 Page in the newspaper  
Monday – Friday

### 1 day package

1 x Full Page in the newspaper  
Monday – Friday

**Total value:** € 57,200.–  
**Our offer** gross: € 38,000.–

**Total value:** € 42,500.–  
**Our offer** gross: € 29,000.–

\* Upon request we can provide pictures for an extra charge.

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# Promotion Projects with User-Interaction

## Discuss your topic with our community

derStandard.at's User Generated Content offers more than your regular online forum: It is a platform for everyone to share opinions, reports and more with our users and discuss those topics and ideas.

## # Involve users actively in your promotion

You would like to contact an interact directly with our users and find out about their opinions and preferences on your corporate subject? A UGC-promotion offers attractive options like calls to action or quizzes.

## # Professional support

Any kind of UGC-integration needs to be cleared by our community management. This way we try to make sure that your topic is appealing to our community and your contents are well edited so we can activate many users to share and participate.



Your UGC project will be marked „Promotion – Entgeltliche Einschaltung“.

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# Special Promotion Formats



## Feature: A special format for special content

This attractive long-read invites the user to delve into enthralling promotion articles and learn more about your brand/product/projects etc.



## Raffle – Present your product

Your raffle is promoted with high reach efficiency. You will be provided with the participants' data.



# Thank you for your interest!

We Are looking forward to hearing from you.



[derStandard.at/Sales](https://derStandard.at/Sales)

[derStandard.at](https://derStandard.at)

