

Career Rates 2019

The best position for advertising:
derStandard.at/KarriereSales



Valid from 1st January 2019
STD 09.1


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Recruitment Ads Online

Our Recruiter Services at derStandard.at/Karriere address qualified job seekers with an educational attainment of A-Levels/High School diploma and higher. Embedded in our editorial content (more than 2.5 million unique users/month – ÖWA Plus 2018-I) your campaign will reach actively searching job seekers but also receptive job seekers.


Single Job Post

	Single job post	€650.-	Your single post will be online for a maximum of 6 weeks. An extension by another 6 weeks is available. Current text adjustments are included.
	Extension	€350.-	

Packages

	3 posts	€1,860.-	The number of posts in each package may be published in the course of 12 months. Each post will be online for a maximum of 6 weeks (or 12 weeks from 5 posts or more). Further package sizes are available upon request.
	5 posts	€3,000.-	
	10 posts	€5,700.-	
	15 posts	€8,100.-	

Job slots


	1 slot	€2,990.-	Job slots are flexible and easy to use: You can post your open position as long as you want to. Whenever you have a new opening, you can swap out a current post. You may pause, remove and restart a job slot at any time. Your subscription is valid for 12 months. Further subscription sizes available upon request.
	3 slots	€7,600.-	
	5 slots	€11,900.-	
	10 slots	€19,900.-	

Included Services


	Single post	From 3 posts	From 5 posts	Job slots
Professional design and presentation of your job post	✓	✓	✓	✓
Current text adjustments	✓	✓	✓	✓
Reranking to top positions after 14 days	✓	✓	✓	✓
Inclusion in our business directory	✓	✓	✓	✓
Extension of your post to our network partner's sites	✓	✓	✓	✓
Publication of apprenticeships and internships free of charge	x	✓	✓	✓
Extension of your job post from 6 to 12 weeks	x	x	✓	-
Call for more attention: Your job post will be published in our Recommender ad and Job-Tinder ad ROS* on desktop and mobile devices	✓	✓	✓	✓

* ROS (Run-of-Site) means that your campaign evenly targets all pages of our website.

Reply Box

	Reply box rate	€10.-	Incoming applications are forwarded by our team immediately to the customer.
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Interface Solutions

	We are happy to offer individual interface solutions for an automated and convenient transfer of your job post. Your job posts will be taken 4 times a day and presented at derStandard.at/Karriere and, if you wish, on our partner websites (please find our partners on derStandard.at/Netzwerkpartner).
	Detailed information is available upon request.

Additional Online-Formats

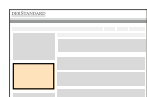


Medium Rectangle on derStandard.at/Karriere (Top-Job) 300 x 250 pixels

Runtime:
1 week (Sat-Fri)
Exclusive placement: **€ 870.-**
Alternate placement: **€ 430.-**

The Top-Job combines the presentation of vacancies and your brand: Your image ad on derStandard.at/Karriere (max. 3 Top-Jobs are displayed alternately) is linked to all your current vacancies or a defined number of vacancies. Additionally, your Top-Job is displayed as a Mobile Medium Rectangle ROS* (25,000 Ad Impressions).
Position: Career homepage + ROS* mobile

If required, we will gladly assist you with the production of advertising material.



Medium Rectangle in the search results (Job of the Week) 300 x 250 pixels

Runtime:
1 week (Sat-Fri) **€ 300.-**

The Job of the Week presents your logo and is prominently displayed on the left of our search results page. A maximum of 3 job posts are displayed alternately per week.

Position: Next to search results

The advertising material is produced by DER STANDARD.



Top-Ranking in the search results (Top-Listing)

Runtime:
1 week (Sat-Fri) **€ 200.-**

Top-Listings are marked as JOB-TIPP and appear for one week (Sat-Fri) at the top of the search results pages on derStandard.at/Karriere. There is a maximum of 3 Top-Listings in each career field.

Position: Career search results, 1st - 3rd post



Skyscraper in editorial environment (Job-Sky)

Runtime:
1 week (Sat-Fri) **€ 200.-**

Your vacancy is displayed for one week ROS* on derStandard.at (desktop via Skyscraper and mobile via Medium Rectangle) for additional ad impressions.

Position: ROS* desktop and mobile

The advertising material is produced by DER STANDARD.

* ROS (Run-of-Site) means that your campaign evenly targets all pages of our website.

Additional Packages

SPECIAL

Benefit from booking multiple products within a package!

– 10 % when booking 2 products / – 15 % when booking 3 products / – 20 % when booking 4 products

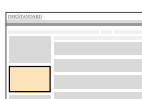
1) Highlighting-Package – Reach actively searching job seekers

If you want to push and highlight your vacancy for a faster recruitment, create your own tailored package and choose from the following products:



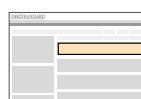
Medium Rectangle on derStandard.at/Karriere

Top-Job



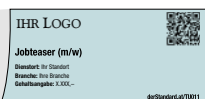
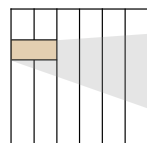
Medium Rectangle in the search results

Job of the Week



Top-Ranking in the search results

Top-Listing



Jobteaser

Teaser print with QR code and link

Package prices between € 450.- and € 1,000.-

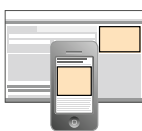
2) Usertargeting-Package – Reach receptive job seekers

Seize the wide reach of derStandard.at for addressing potential job seekers and thereby strengthen your image as an employer. Create your own tailored package and choose from the following products:



Skyscraper in editorial environment

Job-Sky



Medium Rectangle on derStandard.at/Karriere

Top-Job



Super Banner / Medium Rectangle



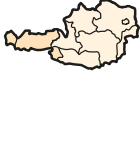


exclusive online ad format as required (30,000 AIs incl. targeting)

Package prices between € 567.- and € 1,301.-

Media Partnerships


Media Partnerships

Gain additional reach to find the best quality candidates. Extend your presence to Western Austria and Southern Germany by advertising in combination with us and one of our regional media partners.

 <p>Super-Combo</p> <p>derStandard.at/Karriere + sueddeutsche.de + jobs.tt.com + laendlejob.at</p> <p>Combo price €1,539.- Upgrade price* €790.-</p>	 <p>Southern Germany-Combo</p> <p>derStandard.at/Karriere + sueddeutsche.de</p> <p>Combo price €1,190.- Upgrade price* €595.-</p>	 <p>Western Austria-Combo</p> <p>derStandard.at/Karriere + jobs.tt.com + laendlejob.at</p> <p>Combo price €999.- Upgrade price* €520.-</p>
 <p>Tyrol-Combo</p> <p>derStandard.at/Karriere + jobs.tt.com</p> <p>Combo price €829.- Upgrade price* €259.-</p>	 <p>Vorarlberg-Combo</p> <p>derStandard.at/Karriere + laendlejob.at</p> <p>Combo price €819.- Upgrade price* €249.-</p>	

Industry Partnerships

By booking our medical partnership you will reach a large group of qualified healthcare personnel.




Healthcare-Combo

derStandard.at/Karriere
+ medcareer.eu
+ docjobs.at
+ nextdoc.at

Combo price **€850.-**
Upgrade price* **€250.-**

If you want to aim your vacancies at experienced graduates of technological and natural sciences you may profit from our tech partnership.



Tech-Combo

derStandard.at/Karriere
+ tucareer.com

Combo price **€790.-**
Upgrade price* **€200.-**

Reach your target audience by booking our IT-Combo.




Computerwelt-Kombi

derStandard.at/Karriere
+ computerwelt.at

Combo price **€890.-**
Upgrade price* **€290.-**

You will benefit from booking this partnership by reaching business study graduates at the starting point of their careers.



WU ZBP Career Center-Kombi

derStandard.at/Karriere
+ zbp.at

Combo price **€990.-**
Upgrade price* **€540.-**

Runtimes:


derStandard.at/Karriere: 42 days	sueddeutsche.de: 28 days	jobs.tt.com: 30 days	laendlejob.at: 28 days
MedCareer/DocJobs: 60 days	Nextdoc/MedKarriere: 112 days	TU Career Center: 42 days	Computerwelt: 42 days
WU ZBP Career Center: 42 days			

Larger volumes are available upon request.

* For customers with a current package/slot.

Social Media Add-on

Raise awareness of your vacancy or your company profile via a Facebook ad/an Instagram ad with additional reach on desktop and mobile, as well as appropriate targeting.



Facebook Add-on (Photo Ad)

Runtime: 2 weeks

Single	€429.-
3 posts	€1,287.- €1,240.-
5 posts	€2,145.- €2,035.-
10 posts	€4,290.- €3,850.-
15 posts	€6,435.- €5,460.-


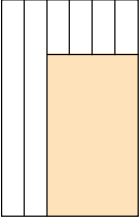
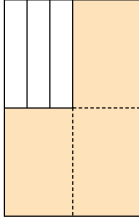
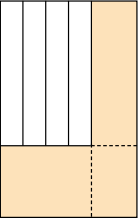
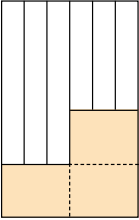
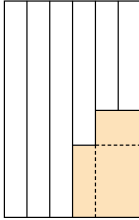
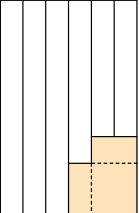
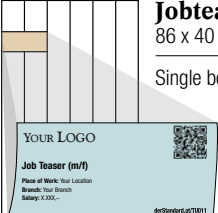

Instagram Add-ons

Runtime: 2 weeks

Photo Ad	€429.-
Stories Ad/Photo	€790.-
Stories Ad/Video	€990.-

The advertising material is produced by DER STANDARD.

Recruitment Ads Print

 <p>1/1 Page 266 x 420 mm</p> <p>Single booking €14,300.- Double booking €18,350.-</p>	 <p>Junior Page 176 x 312 mm</p> <p>Single booking €8,150.- Double booking €11,200.-</p>	 <p>1/2 Page vertical / horizontal v: 131 x 420 mm; h: 266 x 208 mm</p> <p>Single booking €8,150.- Double booking €11,200.-</p>
 <p>1/3 Page vertical / horizontal v: 86 x 420 mm; h: 266 x 138 mm</p> <p>Single booking €6,100.- Double booking €7,950.-</p>	 <p>1/4 Page Box / horizontal b: 131 x 208 mm; h: 266 x 103 mm</p> <p>Single booking €4,700.- Double booking €6,000.-</p>	 <p>1/6 Page vertical / horizontal v: 86 x 208 mm; h: 131 x 138 mm</p> <p>Single booking €3,050.- Double booking €4,000.-</p>
 <p>1/8 Page vertical / horizontal v: 86 x 155 mm; h: 131 x 103 mm</p> <p>Single booking €2,250.- Double booking €2,950.-</p>	 <p>Jobteaser* 86 x 40 mm</p> <p>Single booking €325.-</p>	 <p>Job Splitter** single 41 x 37 mm</p> <p>€200.-</p> <p>Job Splitter** double 41 x 75 mm or 86 x 37 mm</p> <p>€325.-</p>

* The **Jobteaser** outlines your vacancy in a few words. Applicants will find the full job description via the depicted QR Code or short URL on our career website.

Booking / Copy Deadline Jobteaser: Thursday, 12 p.m., prior to the publication. Bookable only in combination with a valid online job post on derStandard.at/Karriere. No layout alterations – only one vacancy is permitted per Job Teaser.

** The **Job Splitter** ("JobSplitter") presents the main characteristics of your vacancy in a standardized ad module bookable in three sizes (single, double vertical/horizontal) at low rates.

Booking / Copy Deadline: Thursday, 5 p.m., prior to the publication. No layout alterations – only one vacancy is permitted per Job Splitter.

Rates Print

Single column millimeter (scmm)	Single booking	1 x Sat/Sun					€7.55
	Double booking incl. Impact Guarantee	2 x Sat/Sun within 3 issues, identical ad, booked in advance In case of a very poor response rate the identical ad may be republished in the course of 12 weeks (from the first publishing date onwards) without an extra charge.					€9.70
	Image rate						€14.83
Reply box						€10.-	
Column width	1 column: 41 mm	2 columns: 86 mm	3 columns: 131 mm	4 columns: 176 mm	5 columns: 221 mm	6 columns: 266 mm	

Reach Enhancer – Increase the Number of Ad Contacts



In addition to your ad in our career section on Saturday, the same ad will be placed on a day of your choice (Mon – Fri from the following week) and in a section of your choice (e.g. Economics, Culture) in DER STANDARD and the corresponding Kompakt-edition.

Available ad formats:

Junior Page	€ 12,250.-	€2,400.-	1/4 Page Box/horizontal	€ 7,100.-	€1,360.-
1/2 Page vertical/horizontal	€ 12,250.-	€2,400.-	1/6 Page vertical/horizontal	€ 4,800.-	€920.-
1/3 Page vertical/horizontal	€ 9,250.-	€1,770.-	1/8 Page vertical/horizontal	€ 3,600.-	€690.-

Online Extension – Enhance Your Reach Crossmedia



Place your vacancy online at derStandard.at/Karriere:
Single Job Post (HTML), online for 6 weeks, no character restrictions









Per vacancy **€ 650.- €487.50**

Ad Delivery Print

Booking / Copy Deadline Thursday, 6 p.m., prior to the publication
Publication Date Saturday/Sunday
Prime Positioning A **10 % surcharge** applies to the front page of KARRIERENSTANDARD.







Introduce Yourself as an Attractive Employer: Your Ad on Desktops and Mobile Phones

During the booked timespan your ad is evenly distributed across the page views of our website (desktop and mobile). The distribution in a single media channel (i.e. only desktop or mobile phone) is possible at ROS-rates. Please note that your website should be optimized for all optional devices.

	Sitebar Min. 300 x 600 pixels Scalable, sticky		Understitial 300 x 600 pixels	Run-of-Site Targeting	€40.- CPM €50.- CPM
	Medium Rectangle 300 x 250 pixels		Medium Rectangle 300 x 250 pixels	Run-of-Site Targeting	€25.- CPM €30.- CPM
	In-Read-Video 16:9, HD, max. 2 MB, max. 30 sec., 400 x 225 pixels, MP4/MOV/FLV, No ad substitutions possible		In-Read-Video 300 x 169 pixels	Run-of-Site Targeting	€50.- CPM €60.- CPM
	Sitelink, Promotion-Teaser Image (200 x 133 pixels, static) + 200 characters (incl. headline and spaces)		Sitelink, Promotion-Teaser Image (200 x 133 pixels, static) + 200 characters (incl. headline and spaces)	Run-of-Site Targeting	€20.- CPM €25.- CPM

The **Sitelink** leads to a landing page of your choice. The **Promotion-Teaser** leads to an article (approx. 1,500 characters incl. spaces), a slideshow or a full promotion site with several articles. Upon request we can provide pictures or commission a copywriter at an additional cost.

Exclusive Formats for Desktop Only

	Billboard Max. 970 x 250 pixels		Leaderboard 960 x 100 pixels or 728 x 90 pixels		Halfpage Ad, Skyscraper Max. 300 x 600 pixels (left)
Run-of-Site Targeting	€40.- CPM €50.- CPM	Run-of-Site Targeting	€25.- CPM €30.- CPM	Run-of-Site Targeting	€25.- CPM €30.- CPM
24 hr homepage €14,000.- (35 CPM)					
	Skyscraper next to forum 160 x 600 pixels		Forum Banner 519 x 120 pixels, static image		Button 300 x 125 pixels, static image
Run-of-Site Targeting	€10.- CPM €15.- CPM	Run-of-Site Targeting	€40.- CPM €50.- CPM	1 week on page or channel / Als upon request	€20.- CPM

We offer two pricing options for each product:

- a) **Run-of-Site (ROS):** Your ad is distributed among all pages of our website (incl. FC4/week and AT-targeting).
- b) **Targeting:** Your ad is delivered only to sites that are of interest to your target audience. Targeting options contain share of voice (unique user targeting), editorial environment (sections, subjectcs), time, socio-demographic criteria (e.g. age, salary), buyer's interest (e.g. mobile phones, cars). A combination of up to three criteria is possible.

Brand Safe with High Quality and Security Standards / Information



Visibility Guarantee 60/1-30
An ad is considered delivered when at least 60% of its pixels are in view for at least one second. After 30 seconds the depicted ad may change. Visibility measurements on mobile devices are not available.



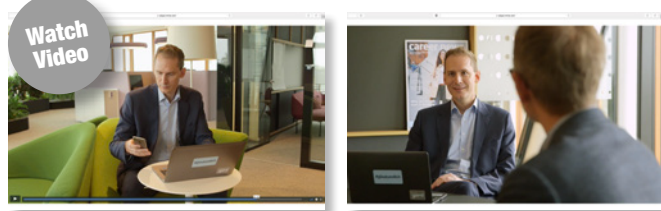
Security
All ad formats are securely transmitted via HTTPS.

- The minimum booking quantity on derStandard.at is **€1,500.-** per order (except for programmatic bookings).
- Each campaign includes one ad substitution. For each additional change a handling fee of **€200.-** will be charged.
- CPM: Cost per mille or cost per thousand (CPT). The cost for 1,000 views (= Als = Ad Impressions) of your advertisement.
- The CPM does not include the streaming and hosting of your ad. Services available upon request.

Career Image Video Production

Moving insights into your company: Introduce yourself as an attractive employer with our career image videos. We give an authentic insight into your employees' daily working routine. Rights of use and exploitation for the material without further costs (excl. TV).

Watch an example on derStandard.at/KI



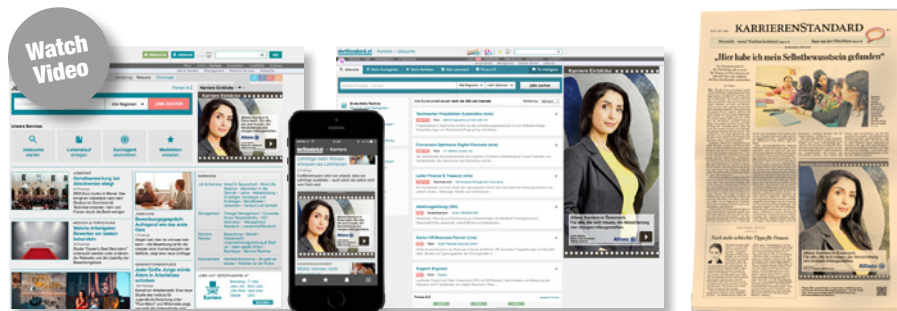
Rates

1 video		€2,500.-
3 videos	€ 7,500.-	€6,000.-
5 videos	€ 12,500.-	€8,500.-
10 videos	€ 25,000.-	€15,000.-

Career Insights

Give genuine insights into the daily working routine of your staff with a multimedia employee portrait: We produce your image video in HD and place it prominently on our website with a Medium Rectangle and a Sitebar. Additionally we advertise your Career Insights campaign in the newspaper with a 1/4 page box in the career section. The video will further be implemented in our Youtube-channel and also advertised with a Google-Adwords-campaign.

Watch an example on derStandard.at/KE



Rates

Single post	€ 11,770.-	€7,800.-
3 posts	€ 35,310.-	€19,600.-
5 posts	€ 58,850.-	€29,400.-
7 posts	€ 82,390.-	€35,700.-

Medium rectangle on desktop and mobile

Sitebar next to search results

1/4 page box in KARRIERENSTANDARD

Each video will be online for one week (Sat-Fri). Packages are valid for 12 months from the publication date of the first video onwards. Each video – single or packages – will be charged individually after publication. Availability, production times and booking deadlines available upon request.

Company Profile

Strengthen the image of your organization as a "great place to work" and present all the main facts about your company to potential applicants. Module A serves as a basis. Choose from the additional modules and create your customized package. Your current vacancies on derStandard.at/Karriere are added automatically.



* These are displayed in the detailed view of your vacancies.

Included Services

Base Module

Module A

- Individual header image, contact information from one contact person, general business information (About Us)
- Social Media Links, Follow button
- Presentation of benefits*
- Advertisement of your Company Profile via various Ad Formats at derStandard.at/Karriere (desktop and mobile)
- Reminder for keeping your profile up to date

Module B

- Contact information of up to 5 contact persons (one contact person is displayed in the mobile version)
- Link to your own career website

Module C

- Addition of special print ads
- Integration of several videos*
- Integration of images in index-tab „Insights“ (Einblicke)
- Integration of awards/certificates*

Module D

- Integration of social media/blogs
- Social Media Add-On (Facebook Ad)

Module E

- Production and implementation service

Module F

- Media service: production of an image video

Total price

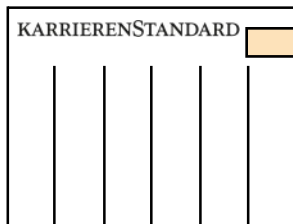
Monthly price

Publication Periods

	6 weeks	6 month	1 year
Module A	€180,-	€972,-	€1.836,-
Module B	€100,-	€480,-	€840,-
Module C	€250,-	€1.200,-	€2.100,-
Module D	€390,- 1 Add-on	€936,- 3 Add-ons	€1.365,- 5 Add-ons
Module E	€50,-	€150,-	€180,-
Module F		€1.500,-	€1.250,-
Total price	€970,-	€5.238,-	€7.571,-
Monthly price		€873,-	€630,9

Employer Branding Print

Career-Skyline



Career-Skyline

50 x 25 mm

€1,550.-

Set in the top right corner of our career front page this ad format is an exclusive eye-catcher.

Prime position (career front page): Only one Career-Skyline available per issue.

Booking/Copy Deadline: Friday, 1 week prior to publication

CareerReport



CareerReport

1/1 Page

€15,200.-

1/2 Page horizontal

€9,100.-

1/3 Page horizontal*

€7,050.-

1/4 Page Box

€5,000.-

What makes you an attractive employer? This question may be answered in informative texts and interviews about your corporation. The advantages of this ad format are: Unobtrusive ad-labelling, our look and feel adds an editorial touch to your promotion and the main focus lies on the content.

Booking/Copy Deadline: Upon request, subject to availability

* Prime position (career front page): Only one 1/3 CareerReport available per issue.

In order to increase the impact of your campaign, please contact us about an online extension of your CareerReport. Rates are available upon request.

The CareerReport is designed by DER STANDARD. The content is delivered by the customer. However, we can assist you if required.

KARRIERENSTANDARDS – Be part of it



The annual magazine KARRIERENSTANDARDS offers new insights into the job market, deals with current and future developments, gives an overview of vocational training and career options, and deals with the importance of our work-life-balance. Present your company as a great place to work by placing a "Statement" or image ad in this career-oriented environment.

Publication date: 10th October 2019

mein Job. mein Leben. – A Magazine for the Start of Your Career



This magazine is dedicated to young people who are on the threshold of their careers. Get information about various career paths, application processes, work-life-balance and finances. mein Job. mein Leben. also offers a wide range of tips for a successful start of your career.

Publication date: 18th May 2019

Job Fair Magazines – It's All About Your Event



DER STANDARD has exclusive media partnerships with several career fairs and events. The fair magazines contain fair schedules, details about the exhibitors and general information about the event. As these magazines are enclosed in DER STANDARD, you will not only reach visitors to the fairs but also newspaper readers.

Further information and rates are available upon request.

Here you can find a complete overview of our special subjects and magazines:

derStandard.at/KarriereSales

Employer Branding / Native Advertising

Career Special – The Ideal Environment for Your Branding Campaign



Editorial Career Specials take up topics of interest to your clientele and guarantee a higher involvement and consequently a better reception of your ad. Each Special is published in our weekend issue in the section KARRIERENSTANDARD. Online it is prominently featured for one week (Sat–Fri) at derStandard.at/Karriere and up to 5 days at the derStandard.at front page.

All standard ad formats are bookable – subject to availability. A booking for only one media type (print or online) is also possible. If you choose a crossmedia combination (print and online) a discount of 15% is guaranteed.

Selected Specials are also bookable in combination with the magazine Computerwelt.
 Booking Deadline for print: 10 working days prior to publication, Copy Deadline: Thursday, 6 p.m., prior to publication

Education Specials – Stories of Success



Our Education Specials on universities, universities of applied sciences and arts, management, and leadership address students and academics, as well as people with a general interest in education and (vocational) training.

These Specials are published several times a year and offer an exceptional forum on current topics and trends.

Standpunkte – Your Panel Discussion in Cooperation with DER STANDARD



DER STANDARD presents your high quality panel discussion as a media cooperation in its KARRIERENSTANDARD or the magazine KARRIERENSTANDARDS. One of our editors hosts the discussion at your location and a photographer is provided by DER STANDARD. A report of the event is published in the paper/magazine and on derStandard.at/Karriere for one week.

Prior consent from our editors is mandatory.
 Labelling: "Standpunkte is paid advertising in the form of a media cooperation with the customer. DER STANDARD is responsible for all editorial content."

Promotional Spread – Adequate Space for Complex Topics



Seize the STANDARD as an information platform for your cause and introduce our readers to your agenda or USP. Your contents will be adapted to our look & feel. Texts and pictures will be published as provided. Alternatively, we can commission a copywriter who will compose your articles.

Digital Publishing – High Quality Online Realisation of Your Magazine



For a high quality online realisation of your magazine, which is also optimized for mobile usage, send us your ready InDesign file. After 1-2 weeks you will receive the final link to your online magazine. The link is provided according to the runtime chosen.

User Generated Content – Interact with Our Community



derStandard.at hosts the biggest and most active community of all Austrian online media. UGC-projects allow you to interact directly with our users to find out about their opinions and preferences. We offer various UGC-formats which are developed in agreement with our in-house UGC-team in order to secure a user-friendly implementation of an engaging topic that sparks the interest of our users.

Further information and rates are available upon request.

Here you can find a complete overview of our special subjects and magazines:

derStandard.at/KarriereSales

Online

Deadline Ad Delivery	buchungen@derStandard.at, tel.: +43 1 53 170-713 3 working days prior to campaign start For special ads and campaigns: longer lead times as agreed upon.
Ad Dimensions and File Size	Please find the exact dimensions for your ad on this rate card. Maximum file size: <ul style="list-style-type: none"> • In general 80 KB (kilobyte) • Mobile ads 40 KB • Teaser images (Promotions/Sitelinks) 10 KB • We follow the standards of IAB Austria for HTML 5 ads.
Ad Production	Upon request we can commission an agency to produce your ad for an extra charge.
File Formats	We support all established formats: <ul style="list-style-type: none"> • Classic images, e.g. .jpg, .gif • HTML5 and SVG <p>Upon request we can commission an agency to produce your HTML5 ad. Please deliver your HTML5 ad as embedding link, i.e. a URL of your index.html-file (main file).</p> <ul style="list-style-type: none"> • Images for Promotion-Teasers and Sitelinks have to be delivered as static images. • Costs for hosting and streaming are not included in the presented rates.
Tag-in-Tag and Tracking Pixel	Tag-in-tag bookings can be incorporated as JavaScript or iframe. Please note our conditions on the processing of user data on page 8. We ask for a protocol-relative delivery of your Tag-in-Tag/Tracking pixel ad URLs. For further information please visit: derStandard.at/Umstellung-https .
Close Button	The Sitebar can be equipped with a close button, calling the JavaScript function iab_hide() or IABclose(). All other ad formats cannot include a close button.
Linking and Clickthrough	In accordance with the IAB guidelines, HTML5 ads need to support a clickthrough in the form of a clicktag variable. Should any questions arise, please contact us before delivering your material.
Animation	An animation in the advertising material may loop up to a max. of three times.
Sound	Sound ads must provide one of these options as no autoplay function is permitted: <ul style="list-style-type: none"> • MouseOver: Sound is only active when a user moves the cursor over the ad and must stop as soon as the cursor moves away. • Play Button: Sound is only active when user intentionally clicks on the ad's sound button.
Contact	If the advertising material is to communicate with other content on the page or if there are any other questions please contact us directly: Martin Altersberger: buchungen@derStandard.at, tel.: +43 1 53 170-773

Print

Delivery to	E-Mail: produktion@derStandard.at FTP: ftp.derStandard.at, user: anzeigen, password: anz2stan Proofs/data carriers: to our postal address, F.A.O. Ad Production
DER STANDARD (Newspaper)	Newspaper offset printing ISO 12647-3, Salmon-pink paper colour, 45 g/m ² , Colour profile: ISOnewspaper26v4, images should be at least 200 dpi at the used size Booking deadline = copy deadline; 10 a.m. one working day prior to the publication date
RONDO/Magazines	For information on booking/copy deadlines and details on paper and colour profiles of each magazine see respective factsheets at derStandard.at/magazines . Images should be at least 300 dpi at the used size, bleed formats: please add 3mm bleed on each side.
File Formats	PDF 1.3 preferred (X-1a or X-3) output-intent
Distillers, Colour Profiles	For details visit derStandard.at/printdelivery
Printing Material	Digital printing material only
Contact	Wolfgang Frühauf/Hermann Mifeck produktion@derStandard.at, tel.: +43 1 53 170-388 or -431, fax: +43 1 53 170-341
	Modification information for ad placements in DER STANDARD-Kompakt: derStandard.at/formats Requirements for inserts: derStandard.at/inserts

For further details visit **derStandard.at/datadelivery**.

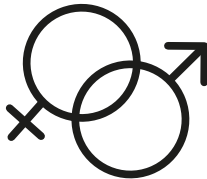
Media Data

Print	Ø Mon-Sat 525,000 readers/issue (7.0%) Ø Mon-Sat 49,000 (14.5%), Sat 97,000 decision-makers/issue Ø Mon-Sat 71,300 copies, Sat 108,000 copies (total circulation)	NRS ~ MA 17/18 BMRS ~ LAE 2017 ABC ~ OeAK 1 st half 2018
Online (total)	2.5 million unique users/month (33.8%) 5.3 million unique clients, 27.2 million visits, 136.9 million page impressions	OeWA Plus 2018-I OeWA Basic 10/2018
Mobile	1.4 million unique users/month (19.3%) 3.3 million unique clients, 74.7 million page impressions	OeWA Plus 2018-I OeWA Basic 10/2018
Crossmedia	Ø Mon-Sun 79,000 decision-makers/day (23.5%)	BMRS ~ LAE 2017

Audience

Gender

Print: 42 %
Online: 48 %



Print: 58 %
Online: 52 %

Age

20-39 yrs
Print: 38 %
Online: 41 %



40-59 yrs
Print: 35 %
Online: 35 %

under 20 yrs
Print: 7 %
Online: 9 %

14-49 yrs
Print: 62 %
Online: 69 %

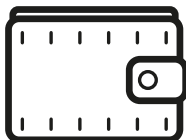
60 yrs and older
Print: 20 %
Online: 15 %

A-levels/Academics

Print: 62 %
Online: 39 %

**Household Income (net)**

Print (> €2,550.-): 68 %
Online (> €2,500.-): 56 %

**Interest In Economics**

Print: 65 %
Online: 54 %

**Decision-makers**

(self-employed, leading position)
Print: 46 %
Online: 20 %



Source: MA 17/18 (July 2017 – June 2018) respectively OeWA Plus 2018-I, multiple domains (online) – structural analysis

For regularly updated media data as well as further details on our readership visit derStandard.at/Mediadaten.

Extract From Our Business Conditions / Equal Treatment Act

Reservation and cancellation terms

Online: Any reservation has to be confirmed within 24 hours, as soon as another client requests an order for the same date. A free of charge cancellation is not possible once the order has been concluded. In that case the Advertising Service must be paid in full. This also applies for campaigns that have already started.

Print: Reservations on prime positions are valid up to four weeks prior to the publication. From that time onwards only confirmed bookings are accepted. Any cancellations after the booking deadline must be paid in full by the client.

Crossmedia: Online cancellation terms apply.

Processing of user data

When advertising on derStandard.at, it is explicitly forbidden to use technical instruments that enable you to identify and trace any user on other websites. This does not apply to collecting anonymous data in order to analyse specific campaigns on derStandard.at itself. The use of personal information is only permitted with the users' informed consent.

Please note that if you submit advertising materials with scripts then a signed declaration is required for handling campaigns on derStandard.at. The declaration can be found at: derStandard.at/Erklaerung-Digitaladvertising. We would be happy to set up a framework contract for all further online advertisements. This contract is available at: derStandard.at/Rahmenvertrag-Digitaladvertising.

Equal Treatment Act

Please notice that all job posts have to comply with the Austrian Federal Equal Treatment Act (gender neutrality, no discrimination against ethnicity, religion, age or sexual orientation, depiction of minimum wage): derStandard.at/GlbG-Karriere.

General Information

Contact**Team Career**

Tel.: +43 1 53 170-717, Fax: DW 9717
stellenmarkt.anzeigen@derStandard.at

The general terms and conditions of STANDARD Verlagsgesellschaft m.b.H., to be viewed on derStandard.at/GTCs, apply. 20 % VAT applies to all current rates. 5 % advertising tax applies to print media. Subject to alterations. Typing and printing errors reserved. For general and real estate ad rates please visit derStandard.at/Sales.