

# Newsletter Advertising

Twice a week, the **FARBEUNDLACK // NEWSLETTER** presents the latest trends and info from the German paints and coatings industry as well as from the international coatings markets.

**Number of subscribers** (status November 2019): approx. 28,000 subscribers

**Opening rate:** 25 %

**Target group:** equivalent to the readership of **FARBEUNDLACK**

**Frequency of publication:** twice a week, Tuesday and Thursday

**Closing date:** up to 5 working days prior to placement



### Banner ad

- top position (below the first article)
  - incl. link to company homepage
  - size: 650 x 167 pixels, not animated
  - data delivery: GIF, JPEG, max. 100 KB
- € 1,490.00 per week (two issues)

### Text ad (top position)

- position below the second article
  - with picture/logo (190 x max. 190 pixels wide)
  - incl. link to company homepage
  - headline: max. 50 characters incl. spaces
  - text: max. 400 characters incl. spaces
  - data delivery: GIF, JPEG, max. 100 KB
- € 1,690.00 per week (two issues)

### Text ad (mid position)

- position below the fourth article
  - with picture/logo (190 x max. 190 pixels wide)
  - incl. link to company homepage
  - headline: max. 50 characters incl. spaces
  - text: max. 400 characters incl. spaces
  - data delivery: GIF, JPEG, max. 100 KB
- € 1,590.00 per week (two issues)

*Split advertising not available.*

### Discounts

| Series discount | %   |
|-----------------|-----|
| 3 insertions    | -3  |
| 6 insertions    | -5  |
| 9 insertions    | -8  |
| 12 insertions   | -10 |

*Discounts only apply to newsletter advertisements within 12 months starting with the publication of the first newsletter ad.*

*Cancellation period for online advertising orders: 8 weeks before ordered run time.*

*All rates subject to VAT where applicable.*