

# formfaktor

Medium für Design und Innovation

## *Ratecard 2019*

### Sidebar AD, 1<sup>st</sup> position

EUR 690.- per week

EUR 2.208.- per month

### Sidebar AD, 2<sup>nd</sup> position

EUR 590.- per week

EUR 1.888.- per month

### Sidebar AD, 3<sup>rd</sup> position

EUR 490.- per week

EUR 1.568.- per month

## **Special advertising**

Special forms of advertising are an elegant and efficient way to enter new markets like the DACH-region.

## ***Sponsored Content***

max. 2000 characters (incl. spaces), max. 5 photos, EUR 1.490.- per week

The best way to deliver complex content is with editorial articles. Editors are able to present difficult topics in an easy-to-understand manner. This provides the user with substantive added value. Sponsored content is the perfect way to credibly convey your theme, product or service. The sponsored article will be prominently placed on the front-page for one week.

## ***Advertorial***

max. 2500 characters (incl. spaces), max. 5 photos, EUR 1.490.- per week

The advertorial retains the usual editorial look and is embedded almost equally in the editorial environment. The deciding factor is to really offer the user something interesting: entertaining stories, exciting backgrounds and the like. The advertorial will be placed prominently on the front-page for one week.

## ***Promotion***

max. 2000 characters (incl. spaces), max. 3 photos, EUR 990.- per week

The classic PR article is provided by the customer (informative text, images) in such a way that it can be posted on the homepage in the form supplied. It will remain on the front-page for one week.

To keep our high editorial standards there are only three advertorials, sponsored content articles or PR articles allowed within the first 10 posts of the homepage.

### ***Packages***

Advertorial for one week on the homepage + Sidebar AD, 1<sup>st</sup> position

**EUR 1.744.-** instead of EUR 2.180.-

Advertorial for one week on the homepage + Sidebar AD, 2<sup>nd</sup> position:

**EUR 1.664.-** instead of EUR 2.080.-

For long-term cooperation we offer the creation of an individual microsite, which is linked to our homepage and the perfect place for new and continuously updated stories and news about your company. Price: EUR 6,799.- for 6 months. This includes the creation of the site in close cooperation with the specialists of your company as well as the continuous support and updating of the microsite.

The delivery specifications of the promotional materials and ads can be found on the placement sheet or will be communicated separately. All prices are exclusive of 20% VAT.

### ***Special advertising***

*We are good in the editorial preparation of complex topics. We are happy to support you in the content design of informative articles. We are able to transform even very difficult topics into easy to understand and exciting stories. Get in touch and let's talk about a possible cooperation!*

[markusschraml@form-faktor.at](mailto:markusschraml@form-faktor.at)