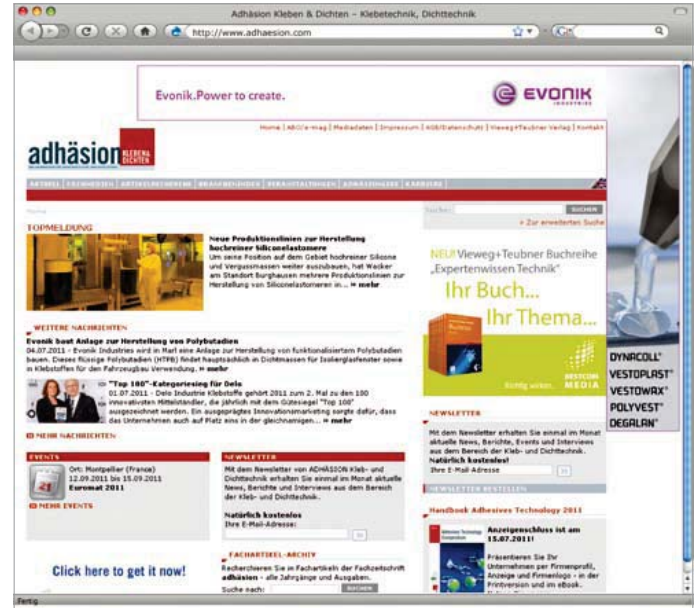


- 1 **Web address (URL):** www.adhaesion.com
- 2 **Brief description:** adhaesion.com offers articles on innovative bonding and joining technologies, cross-sector bonding technology news, and current information on the application-based bonding technology research from the “Research in bonding technology” database.
- 3 **Target group:** Decision-makers and specialists engaged in innovative joining and bonding technologies from sectors including: Automotive, Aviation, Wood and Furniture, Paper and Packaging, Construction, Electronics, Machinery and Appliances, and Textiles.
- 4 **Publishing company:** Springer Fachmedien Wiesbaden GmbH Vieweg+Teubner Verlag
Contact editor: Dipl.-Ing. Marlene Doobe (Editor-in-Chief)
phone +49 (0)611 / 78 78 – 283
marlene.doobe@viewegteubner.de
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phone +49 (0)611 / 78 78 – 323
britta.dolch@best-ad-media.de
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Carolyn Habermann (Sales Management Online)
phone +49 (0)611 / 78 78 – 211
carolin.habermann@best-ad-media.de
- 5 **Usage data:** Page 13



1 Advertisement formats and prices (Prices in Euro)

Web	Pixel Format	CPM	kB
Superbanner (Big Size)	728 x 90	75	max. 45
Skyscraper	120 x 600	75	max. 45
Wide Skyscraper	160 x 600 or 200 x 600	75	max. 45
Medium Rectangle Site Rotation	300 x 250	75	max. 45
Medium Rectangle Fixed 1st Position	300 x 250	85	max. 45
Expandable Rectangle Small	from 300 x 250 to 630 x 250	100	max. 45
Expandable Rectangle Large	from 300 x 250 to 630 x 350	125	max. 45
Video Rectangle (Polite Streaming)	300 x 250	75	max. 45
Wallpaper (Superbanner + Skyscraper)	728 x 90 + 120 x 600	150	each max. 45
Layer Ad + Rectangle Reminder (Tandem Ad)	on request	150	max. 45
Half Page	300 x 600	150	max. 45
Expandable Half Page	from 300 x 600 to 630 x 600	on request	max. 45
Text and Logo (GIF)	300 x 115	55	max. 45

For details on special ad formats, please visit www.best-ad-media.de/special-ads

- 2 Discounts:** On request (conditions agreed on for print media do not apply for online media)
- 3 Payment conditions:** 2% discount for payment prior to publication; 15% agency commission, agency status must be verified with the commissioning at the latest and in the form of an excerpt from the German Trade Register (Handelsregister); valid for Germany: additional VAT applies to all prices listed; payment due: upon receipt of invoice.

Banking information: Springer Fachmedien Wiesbaden GmbH
Deutsche Bank Berlin
Bank Nr. (BLZ): 100 700 00 | Account Nr.: 069700300
Swift/BIC: DEUTDEBB
IBAN: DE09 1007 0000 0069 7003 00

You can find our general terms and conditions at www.best-ad-media.de/gtc

- 1 **Access control:** –
- 2 **Usage data:** Visits:
3,700 per month (Ø July 2010 – June 2011)
Page Impressions:
10,400 per month (Ø July 2010 – June 2011)
For the latest usage data, visit:
www.best-ad-media.de/details-adhaesion-online

Results of the 2011 adhaesion.com User Survey

adhaesion.com offers an attractive advertising environment.

Portal characteristics (very good/good)



Ads on adhaesion.com activate users.

- ▶ **94%** of our users reported acquiring further information at a provider's homepage because of information on products or providers they saw on adhaesion.com.

Our users are predominantly male.

- ▶ **84%** male, **16%** female

adhaesion.com users are well educated.

- ▶ **80%** have degrees from a traditional university or university of applied sciences; some even have their doctorates.

adhaesion.com successfully reaches decision-makers.

- ▶ **96%** of our users either make investment decisions directly or fulfil an advisory function in investment planning at their companies.
- ▶ **51%** hold leadership positions at their companies.

Source: 2011 Online User Survey, n=137, conducted by Best Ad Media + eResult



- 1 Name:** Newsletter adhäsion KLEBEN&DICHTEN, newsletter@adhaesion.com
- 2 Brief description:** adhesion provides readers with summaries of news on adhesive technologies and from the industry. It also informs readers about upcoming fairs and events in the adhesives sector.
- 3 Target group:** Decision-makers and specialists engaged in innovative joining and bonding technologies from sectors including: Automotive, Aviation, Wood and Furniture, Paper and Packaging, Construction, Electronics, Machinery and Appliances, and Textiles.
- 4 Frequency:** fortnightly, every Wednesday
- 5 Publishing company:** Springer Fachmedien Wiesbaden GmbH Vieweg+Teubner Verlag
Contact editor: Dipl.-Ing. Marlene Doobe (Editor-in-Chief)
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Carolin Habermann (Sales Management Online)
phone +49 (0)611 / 78 78 – 211
carolin.habermann@best-ad-media.de
- 6 Usage data:** Current number of recipients on request and at www.best-ad-media.de/details-adhaesion-online



1 Advertisement formats and prices (Prices in Euro)

Newsletter	Pixel Format	Fixed Price	kB
Advertorial/Textad + Logo/Picture (GIF or JPEG)*	Pic 140 x 100, Text 300 characters **)	350	max. 45
Advertorial/Textad + Logo/Picture (GIF or JPEG)*	Pic 140 x 100, Text 650 characters **)	450	max. 45
Fullsize Banner (GIF or JPEG)*	468 x 60	450	max. 45
Rectangle (GIF or JPEG)*	300 x 250	450	max. 45

*) not animated files; **) incl. spaces

- 2 Discounts:** Conditions agreed for print media will not be applied for online media, on request
- 3 Payment conditions:** 2% discount for payment prior to publication; 15% agency commission, agency status must be verified with the commissioning at the latest and in the form of an excerpt from the German Trade Register (Handelsregister); valid for Germany; additional VAT applies to all prices listed; payment due: upon receipt of invoice.

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You can find our general terms and conditions at www.best-ad-media.de/gtc

You can find our specifications for online advertising at www.best-ad-media.de/data-delivery