



B2B FOR FILM **EXTRUSION & CONVERTING** INDUSTRY

MEDIADATEN 2023



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KURZCHARAKTERISTIKA

Im Jahr 2021 wurde das Fachportal **Extrusion-world.com** als Special-Interest Medium gegründet. Als kompetentes Fachmedium stellt EXTRUSION-WORLD.COM die unmittelbare Kontaktdreh Scheibe der Marktakteure aus der Folienextrusions- und Convertingindustrie dar und entwickelt sich in diesen Marktsegmenten zum weltweiten Marktführer.

Die EXTRUSION-WORLD Redaktion berichtet über aktuelle Trends und Entwicklungen rund um Maschinen & Technik.

Die Leser erfahren Neuigkeiten und Neuheiten in kürzester Zeit außerhalb von Messen und Veranstaltungen.

JAHRGANG/JAHR

3/2023

WEB-ADRESSEN

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ZIELGRUPPE

Extrusion-world richtet sich an die Leserzielgruppe der gesamten Folienextrusions -und Convertingindustrie (wie Umroller-/Schneidetechnik, Beutelkonfektionierung, Druck, Kaschierung und Regranulierung) für die Kunststoffverbunde.

- CEO, COO, CFO
- Geschäftsführer
- Produktionsleiter
- Projektleiter
- Einkaufsleiter
- Abteilungsleiter
- Entwicklungsleiter
- Ausbildungsleiter
- Produktionsmitarbeiter
- Lohnunternehmer
- Auszubildende
- Studenten

STATUS QUO

Das Branchenportal hat sich im Markt etabliert und bietet ergänzende, unterschiedliche Kommunikationsformen an. Dabei stärkt und multipliziert die Online-Werbeform im Marketing-Mix die bestehenden Maßnahmen der Unternehmen.

Vorteile Online-Kommunikation:

- Onlinewerbung erzeugt unmittelbare Handlungsimpulse
- Ständige internationale Präsenz
- Interaktivität im Internet erhöht die Kontaktintensität
- Sehr hohe tägliche Nutzungszeiten
- Geringe Streuverluste



PARTNER-PAKET

Mit dieser Werbeform erreichen Sie höchste Aufmerksamkeit. Über 90 % unserer Kunden haben sich für das Partner-Paket entschieden.

LEISTUNGEN IM ÜBERBLICK:

- Banner, rollierende Platzierung auf der Startseite
- Veröffentlichung von Produkt- und Pressemitteilungen, Kurznews und Videos
- Eintrag in das Hersteller-/ Händlerprofil mit Redaktionsarchiv, mehr Informationen dazu finden Sie auf **Seite 5**
- Eintragung der Produkt- und Pressemitteilungen im 2-wöchentlichen Newsletter
- Veröffentlichungen der Produkt- und Pressemitteilungen in allen sozialen Netzwerken (Businesskanälen, YouTube, LinkedIn)

PARTNER-PAKET inkl. aller Leistungen

» STANDARD-BANNER:

pro Monat 300,- EUR
pro Jahr 3.600,- EUR

» SUPERBANNER:

pro Monat 790,- EUR
pro Jahr 9.480,- EUR

» RECTANGLE:

pro Monat 350,- EUR
pro Jahr 4.200,- EUR

» HALF-SKYSCRAPER:

pro Monat 320,- EUR
pro Jahr 3.840,- EUR

» SKYSCRAPER:

pro Monat 500,- EUR
pro Jahr 6.000,- EUR



NEWSLINE ODER THEMENWELTEN

Unter der Rubrik Themenwelt werden Nachrichten und Hersteller aus den Bereichen Extrusion, Umroll- und Schneidetechnik, Beutelkonfektionierung, Druck, Kaschierung und Regraulierung hinterlegt.

Dies gilt auch für weitere Unterseiten auf dem Portal. Hier erhalten Sie einen Bannerplatz im ausgewählten Bereich.

WERBEFORMATE UND LEISTUNGEN IM ÜBERBLICK:

- Banner auf einer Newsline oder der Themenseite

- Veröffentlichung von Produkt- und Pressemitteilungen, Kurznews und Videos

- Premium-Eintrag in das Hersteller-/ Händlerprofil, mehr Informationen dazu finden Sie auf **Seite 5**

- Eintragung der Produkt- und Pressemitteilungen im 2-wöchentlichen Newsletter

- Veröffentlichung der Produkt- und Pressemitteilungen in allen sozialen Businesskanäle (FB, LinkedIn, YouTube)



» **NEWSLINE:**

pro Monat	150, - EUR
pro Jahr	1.800, - EUR

» **WIDE CONTENT AD:**

pro Monat	520, - EUR
pro Jahr	6.240, - EUR

Alle Preise zzgl. der gesetzl. MwSt.

IHR FIRMENPROFIL DARSTELLEN

Im Hersteller-/Händlerprofil hinterlegen Sie ihre wichtigsten Kontaktdaten.

DIE EINTRAGUNGEN UMFASSEN:

- Firmenlogo (140 x 92 px)
- Firmenname, -beschreibung, -adresse sowie Kontaktdaten (Telefon, Fax, E-Mail, Internetadresse und Einbettung Ihrer sozialen Netzwerke: FB, YouTube)
- Produkte, Leistungen, Ansprechpartner, Niederlassungen
- Downloads (Video, Bilder, PDF, etc.)
- Unbegrenzte Suchworte
- Online Redaktionsarchiv



HERSTELLER-/HÄNDLERPROFIL
mit Redaktionsarchiv
pro Jahr

990,- EUR

DER NEWSLETTER

Der Newsletter erscheint **zweiwöchentlich alle geraden Wochen (2, 4, 6, ...)** mit der aktuellen Zusammenfassung der Portalnachrichten des Vormonats.

MONAT	ET (KW)*
Januar	4
Februar	7 9
März	11 13
April	15 17
Mai	20 22
Juni	24 26
Juli	28 30
August	33 35
September	37 39
Oktober	42 44
November	46 48
Dezember	51

Bitte liefern Sie die Daten als pdf-, jpg-, gif- oder png-Dateien ohne Animation bis 50 KB per E-Mail an.

ET* = Erscheinungstermin

WERBEFORMEN MONATLICH BUCHBAR:

BANNER

max. 600x350px

240,- EUR

BANNER

max. 600x100px

180,- EUR

PR-ANZEIGE/ADVERTORIAL

Fließtext**

240,- EUR

** max. 400 Zeichen, inkl. Leerzeichen und 1 Bild mit 300x250 px



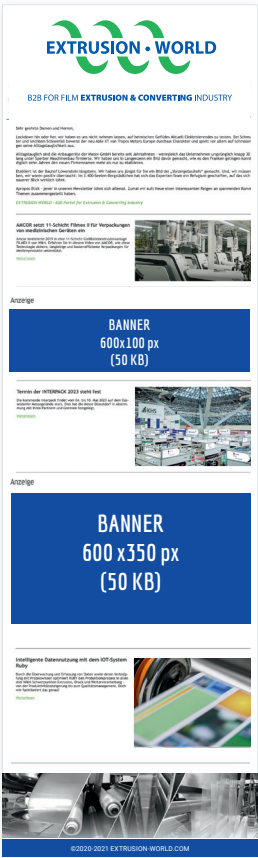
Der Stand Alone Newsletter wird im Look & Feel unseres Newsletters aufgebaut, wobei Ihr Content den Hauptinhalt bildet. Selektierung möglich, Zielgruppen siehe Seite 2. Versandtermin nach Absprache.

■ PREIS AUF ANFRAGE

Videoproduktion Inland/ Ausland

■ PREIS AUF ANFRAGE

Alle Preise zzgl. der gesetzl. MwSt.



BANNER
(max. 600 x 100px)

BANNER
(max. 600 x 350px)

PR-ANZEIGE/ADVERTORIAL
(Fließtext und 1 Bild)

DATENANLIEFERUNG FÜR IHRE WERBUNG AUF EXTRUSION-WORLD.COM

Bitte liefern Sie die Daten per E-Mail oder digital als PDF-, jpg- oder GIF-Datei.

- Das **Standard-Banner**-Format ist
140x92 px | statisch | 30 KB
- Weitere Banner-Formate:
 - **Skyscraper** 140x600 px | animiert | 100 KB
 - **Half-Skyscraper** 140x300 px | animiert | 70 KB
 - **Rectangle** 288x350 px | statisch | 100 KB
 - **Wide Content Ad** 600x200 px | statisch | 100 KB



Extrusion-world GbR

TEL. +49 (0) 8379/9299951 | E-MAIL info@extrusion-world.com

1. Promotion campaign

(1) Promotion campaign according to the following general terms and conditions of business is the contract concerning the set-up of one or more means of advertising in information and communication services, especially internet, for publishing.

(2) For this promotion campaign only the general terms and conditions of business, which make up an essential part of the contract, as well as the price lists of Extrusion-world, Hauptstraße 4, 87549 Rettenberg, Germany represented by Manuel Strauch, Extrusion-world, Hauptstraße 4, 87549 Rettenberg, are valid. Validity of general terms and conditions of business of the customer or any other advertisers is particularly out of the question as far as there is no accordance with these general terms and conditions of business. Concerning orders for promotion referring to online medias or other medias, the general terms and conditions of business for this special medium are valid.

2. Means of advertising

(1) Means of advertising in the sense of these general terms and conditions of business can consist of one or more of the following elements:

– a picture and/or text, sound sequences and/or movies (banner)

– a sensitive face which establishes, being clicked, a connection between an online-address named by the customer and further data that are within the domains of the customer (link).

(2) Means of advertising, which are – due to their design - not identifiable as promotion, will be clearly indicated as such.

3. Conclusion of the contract

(1) Except when otherwise stipulated, the contract only accomplishes by confirmation of the order in written form or by e-mail.

(2) When advertising agencies place an order, the contract accomplishes with that advertising agency, except when otherwise stipulated. In case of anyone else acting in promotion shall become customer, he must be nominated by name by the advertising agency. Extrusion-world is authorized to demand a proof of mandate of the advertising agency.

(3) Promotion of goods or services of more than one person acting in promotion or other advertiser within one act of promotion (banner promotion), require an additional agreement in written form or by e-mail.

4. Time limit of settlement

If within this conclusion of contract the right of the customer to recall detailed means of advertising is granted, so the order has to be settled within one year after conclusion of the contract.

5. Expansion of order

In case of a conclusion of contract and under reserve to existing capacities, the customer is authorized to recall further adverts, even more than mentioned in the contract, within a period stipulated.

6. Supply of data

(1) The customer is bound to give means of advertising exactly matching the format or technical defaults of Extrusion-world in time before start of set-up.

(2) The duty of Extrusion-world of saving the means of advertising will end three months after their last publishing.

(3) Costs of Extrusion-world and its partners for changing the means of advertising as required by the customer or in a justifiable way have to be paid by the customer.

7. Authority of refusal

(1) Extrusion-world reserves the right to refuse or to block orders of promotion or just even single parts of an order

– if its content is contravening laws or magisterial regulations or

– if its content has been objected in an appellate process by the

german Werberrat or

– if its publishing is unacceptable for Extrusion-world because of its content, its source or its technical form.

(2) In particular, Extrusion-world can withdraw already published means of advertising when the customer by himself changes the content of these means of advertising belated or when data which are referred to by a link and through this the conditions mentioned in paragraph 1 are fulfilled, are changed belated.

8. Continulative links

Continulative links have to be regarded as hints and additional service within the offer of the available website. Extrusion-world is not responsible for content, operator and user of these websites.

9. Warranty of rights

(1) The customer warrants that he is justified to use all means of advertising. Within the limits of the promotion order, the customer releases Extrusion-world from third party claims which may arise from infringements of the law. Further Extrusion-world is released from all costs that may arise from necessary legal defense. The customer is bound to act in good faith and to support Extrusion-world with information and documents in infringements of the law from third party claims.

(2) The customer transfers all rights of using all kinds of promotion in online medias, including internet, all necessary copyrighted rights of use, all rights of protection of services and all other rights, in particular the right of reproduction, of distribution, of transfer, of sending, of withdrawal from databases and retrieval, in fact in time and content appropriate to the necessary scale of the execution of the order, to Extrusion-world. In any case, afore mentioned rights are local transmitted without limits and authorize the use via all known technical methods as well as all known forms of online media.

10. Warranty of Extrusion-world

(1) Extrusion-world warrants within the limits of predictable demands a best possible representation of the means of advertising according to the usual technical standard. The customer knows that according to the situation of technique it is not possible to create a program completely free of defects. Warranty is not valid for irrelevant defects. An irrelevant defect in the representation of the means of advertising exists when caused by

– using a not suited soft- and/or hardware program for representation (browser) or

– malfunction of the communication network of other operators or

– breakdown of the computer caused by breakdown of the system

– incomplete and/or not updated offers on so called proxies (intermediate memories) or

– breakdown of the ad-server lasting not longer than 24 hours (continual or added) within 30 days after start of the contractual stipulated set-up.

10. Warranty of Extrusion-world

In case of a breakdown of the ad-server lasting a considerable period (more than 10 % of the booked time) within the scope of an temporary and fixed booking the customer is not bound to pay for the period of the breakdown. Further claims are excluded.

(2) In case of inadequate quality of representation of the means of advertising the customer has the right to claim reduction of the price or faultless substitute promotion, but only in the scale in which the purpose of the means of advertising has been affected. By failure or unacceptability of the substitute promotion, the customer has the right to reduce the price or to cancel the order.

(3) If faults in the papers of promotion are not clearly obvious, the customer has no right on claims in case of inadequate publication. The same is valid for mistakes in repeating promotion set-ups when the customer doesn't refer to this mistake before the next publication.

11. Malfunction of performance

If the execution of the order fails due to reasons which Extrusion-world is not responsible for (contingent on software or other technical reasons), in particular because of breakdown of the computer, acts of God, strike, decrees by law, malfunction in the field of responsibility of third party (other providers), network operators or service provider or any other comparable reasons, the execution of the order will be made up for if possible. After remedy of defects and in rework in adequate and in reasonable time for the customer, the claim on reimbursement of Extrusion-world still exists.

12. Liability

(1) Claims for compensation of positive breaks of claims, defaults in conclusion of a contract and tortious acts only exist in case of intentional and gross negligence of the Extrusion-world, its representative or its assistant. This is not valid for the liability of the warranted features or the break of essential contractual obligations; in the last case liability is limited to predictable damage. In case of slight negligence claims for compensation due to impossibility of performance and delay are limited to compensation of predictable damages.

(2) In case of gross negligence by the simple assistant and according to the scale, liability towards contractors is limited to predictable damages. This is not valid for the break of essential duties in contract.

13. Publication of press material

(1) Press releases and left press material and pictures are subject to the reservations of the online editorial office.

(2) There is no claim for publication. In case of publication the author is responsible for the content.

(3) The online editorial office reserves the right to shorten press material. Pictures provided by the customer are regarded as released. In case of violating the personality on third party, the customer will be held responsible for.

14. Price lists

(1) Price lists published in the internet become valid when placing an order. Subject to alterations with regard to companies. For orders confirmed by Extrusion-world price variances are valid only in that case when these variances have been announced by Extrusion-world at least one month before publication of this mean of advertising. In case of a price increase the customer is entitled to resign. The customer has to resign within 14 days after receipt of notification of the price increase.

(2) Allowances go by the actual price list. Advertising agencies and other persons acting in promotion are bound to stand in their offers, contracts and settlements to the price lists of Extrusion-world.

15. Delay of payment

(1) In delay of payment or respite interests and costs of collection are charged. In case of delay of payment Extrusion-world can put on hold further execution of the current order up to payment and consist on payment in advance for the rest of the promotion campaign.

(2) Objective founded doubts concerning solvency of the customer authorize the Extrusion-world, even during the term of a contract, to make dependant the publication of further means of advertising, regardless of a period for payment already agreed, on payment in advance of the amount and on the compensation of open invoices.

16. Termination

Terminations of promotion campaigns are to be made in written form or by e-mail.

17. Duty to supply information

(1) Unless otherwise expressly agreed, it is incumbent on Extrusion-world and its technical partners to keep ready on retrieval the following information for the customer within ten workdays after handling of the order:

- the number of access of the means of advertising
 - the breakdown of the ad-server as far as it exceeds one connected hour
- (2) Objective founded doubts concerning solvency of the customer authorize the Extrusion-world, even during the term of a contract, to make dependant the publication of further means of advertising, regardless of a period for payment already agreed, on payment in advance of the amount and on the compensation of open invoices.

18. Data protection

Order of promotion is settled in consideration of the valid data protection act.

19. Place of jurisdiction

Place of performance is the headquarters of the publishing firm, exclusive place of jurisdiction is Füssen or another statutory place of jurisdiction at Extrusion-world option. In business connections with traders, corporate bodies of the public law or in case of public statutory special fund, place of jurisdiction at lawsuits is the headquarters of Extrusion-world. As far as claims of Extrusion-world are not demanded in a summary proceedings for debt recovery, the place of jurisdiction is conform with the registered residence of non-traders. German law is valid. Is the registered residence or the usual residence of the customer, even non-traders, unknown at the time of lawsuit or, after conclusion of a contract, the customer transferred his registered residence or usual residence out of the area within which the law is operative, the place of jurisdiction is the headquarters of Extrusion-world when the contract has been concluded in written form.

Terms of Trade download on English or German as a PDF-File on the website. Valid since 1st January 2021