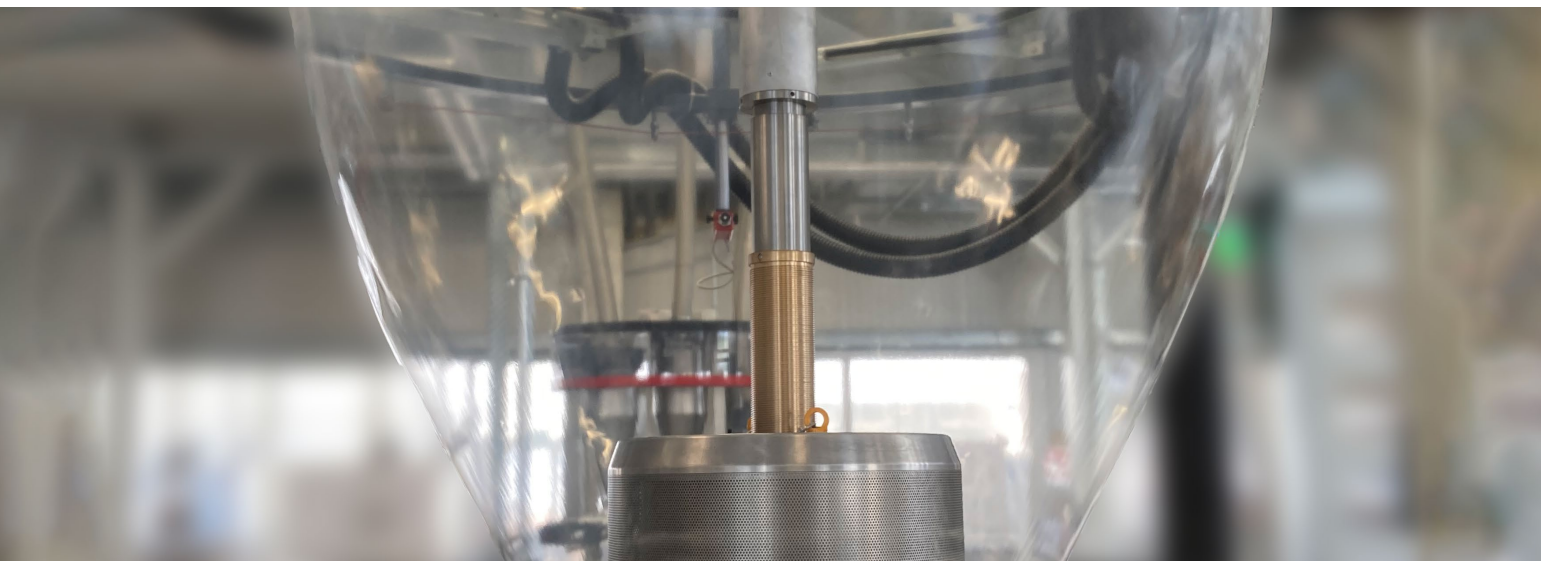




ALL ABOUT  
FILM EXTRUSION & CONVERTING



EXTRUSION CONVERTING EXTRUSION

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**MEDIA KIT 2024**

## ALL ABOUT FILM EXTRUSION & CONVERTING

As an international film specialist portal, [www.Extrusion-World.com](http://www.Extrusion-World.com) communicates all important news and developments as well as interesting industry reports in the areas of extrusion, converting (printing, laminating, rewinding and slitting, bag converting), recycling and packaging.

We see ourselves as a meeting place for the industry, where communication takes place between the manufacturers of machines and systems and the processing film manufacturers.

You will find us at the relevant national and international trade fairs and events for research and networking purposes.

Our unique characteristic is our focus on the film industry.

## MEDIA PARTNER



**NPE2024**  
The Plastics Show

**Chinaplas®**  
国际橡塑展



**ArabPlast**



## TARGET GROUP

Extrusion-world is aimed at the target audience of the entire film-extrusions – and converting industry (such as rewinder /cutting technology, bag packaging, printing,lamination and regranulation) for the plasticcomposites.

- |                           |                      |
|---------------------------|----------------------|
| ■ CEO, COO, CFO, CSO      | ■ Training manager   |
| ■ Chief Executive Officer | ■ Production workers |
| ■ Managing directors      | ■ Contractor         |
| ■ Production manager      | ■ Trainee            |
| ■ Project manager         | ■ Students           |
| ■ Purchasing manager      | ■ Associations       |
| ■ Head of department      | ■ Institutes         |
| ■ Development manager     | ■ Consultant's       |

## FACTS AND FIGURES

- Founded: 2021
- 600 readers per week on average
- 9000 email subscribers worldwide from our bi-weekly Newsletter
- over 3000 Follower on LinkedIn

## COUNTRY RANKING

- |           |             |
|-----------|-------------|
| ■ Germany | ■ Brazil    |
| ■ USA     | ■ Argentina |
| ■ Italy   | ■ Pakistan  |
| ■ Turkey  | ■ Iran      |
| ■ India   |             |
| ■ Austria |             |

## PARTNER PACKAGE

With these forms of advertising on the front page you will achieve maximum attention. Over 90% of our customers have opted for one of our partner packages.

### Service Overview:

- Banner on the rolling placement of Extrusion-world front page
- Publication of product and press releases, short news, items and videos.
- Company profile including editorial archives
- Press release in the bi-weekly newsletter
- Publication of the product and press releases in all social media networks (Business platforms, LinkedIn, YouTube)



**SUPERBANNER**

Desktop	1220 x 250 px
Mobile	400 x 320 px
<b>PER MONTH</b>	790,- €
<b>PER YEAR</b>	9.480,- €

**STANDARD-BANNER**

140 x 92 px

<b>PER MONTH</b>	300,- €
<b>PER YEAR</b>	3.600,- €

**MEGABANNER**

Desktop	1220 x 500 px
Mobile	400 x 640 px
<b>PER MONTH</b>	1.490,- €

Please note: The height of the banner is reduced to 250 pixels during scrolling.



**WIDE CONTENT AD**  
 Desktop 765 x 225 px  
 Mobile 400 x 400 px

PER MONTH 520,-€  
 PER YEAR 6.240,-€

**WIDE CONTENT AD**

The Wide Content Ad is displayed within the news and this arouses the reader's interest during reading.

Multiple placements are possible.

**RECTANGLE**

The rectangle is displayed on the front page and the theme worlds as desired.

**RECTANGLE**  
 368 x 403 px

PER MONTH 350,-€  
 PER YEAR 4.200,-€



## THE BUSINESS CARD OF YOUR COMPANY

In the manufacturer/company profile you can communicate your company description, contact details, downloads and all published news.

### THE ENTRIES INCLUDE:

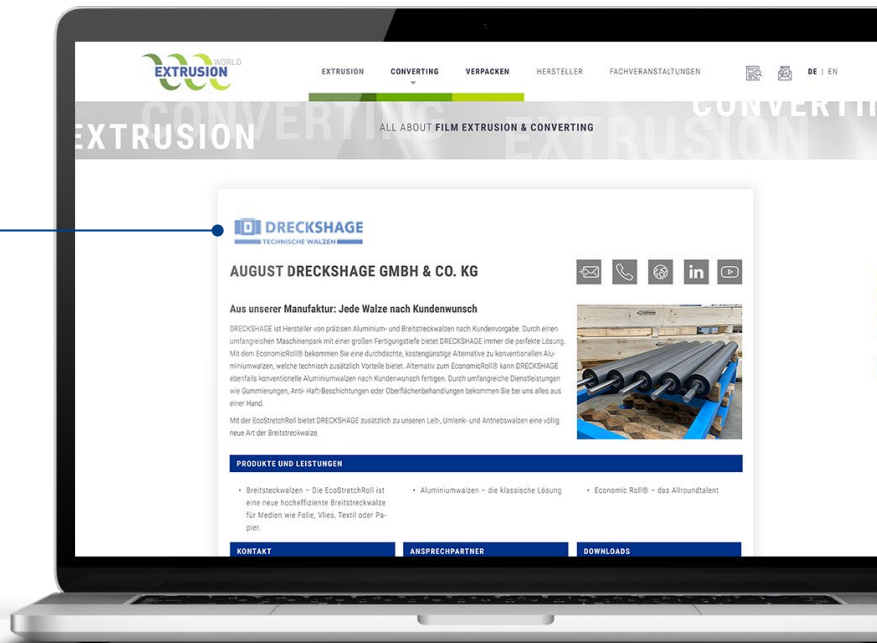
- Logo (140 x 92 px)
- Company profil
- Products, services, contacts, branches
- Downloads (Video, pictures, PDF)
- Online editorial archives

**COMPANY PROFILE  
WITH EDITORIAL ARCHIVE**

PER YEAR

990,- €

All prices are subject to VAT.



## NEWSLETTER

The newsletter is usually published bi-weekly with the latest current summary of the portal news from the previous weeks.

Publication weeks in 2024:

MONTH	RELEASE (CW)	SPECIAL TOPICS
january	02/04	ICEC USA
february	06/08	
march	10/12	
april	14/16	Chinaplas
may	18/21	NPE / Drupa
june	23/25	
july	28/30	
august	33	
september	36/38	
october	41/43	Fakuma
november	45/47	
december	49/51	

### BANNER - SMALL

max. 600 x 100 px 180,- €

### PR-AD/ADVERTORIAL

Body text\* 240,- €  
 \*\*max. 400 characters, including spaces und 1 image (300x150px)

### BANNER - BIG

max. 600 x 350 px 240,- €

The screenshot shows a newsletter layout with the following sections:

- Header:** EXTRUSION WORLD logo and navigation bar.
- Section 1:** "ALL ABOUT FILM EXTRUSION & CONVERTING" with a COMEXI advertisement.
- Section 2:** "Schützen und verbessern" (Protect and improve) with a BOBST advertisement.
- Section 3:** "Neue Nassschneidemaschine minimiert Betriebskosten, optimiert Fließgeschwindigkeit bei der Folien-Zurückführung" (New wet cutting machine minimizes operating costs, optimizes flow speed during film return).
- Section 4:** "BigBag-Handling in der Kunststoffindustrie" (BigBag handling in the plastics industry) with an advertisement for ACHBERG.
- Footer:** Social media links for EXTRUSION-WORLD.COM, YOUTUBE VIDEOS, and LINKEDIN JOIN THE GROUP, along with "ABMELDEN" (unsubscribe) and "KONTAKT" (contact) buttons.

## FILE DELIVERY OF ADVERTISING ON EXTRUSION-WORLD.COM

Please send your digital files (PDF, jpg or GIF) via e-mail.

### BANNER FORMATS - DEKTOP

Standard-Banner	140 x 92 px   animated / static
Superbanner	1220 x 250 px   animated / static
Megabanner	1220 x 500 px   animated / static
Rectangle	368 x 403 px   animated / static
Wide Content Ad	765 x 225 px   animated / static

### BANNER FORMATS - MOBILE

Standard-Banner	140 x 92 px   animated / static
Superbanner	400 x 320 px   animated / static
Megabanner	400 x 640 px   animated / static
Rectangle	368 x 403 px   animated / static
Wide Content Ad	400 x 400 px   animated / static

### FILE DELIVERY

+49 (0) 8379 / 92 99 95 1  
 INFO@EXTRUSION-WORLD.COM





## VIDEOPRODUCTION

We produce your professional video of your trade fair stand or event. We are also happy to come to your company and shoot the corporate video that we have previously designed with you.

- Creation of a storyboard to structure the video content
- High-quality equipment: gimbal for stabilizing video recordings, professional microphones for the best sound quality, additional light sources in natural daylight color
- Music: Research and licensing of suitable music for commercial use
- Post-production: processing the scenes into a high-quality high-quality video production
- Corrections: two correction loops for individual changes in the video edit are included
- Right of use: unlimited right of use for all media (except for broadcasting on TV, theater or cinema)
- Publication platforms: Social media & website
- Design of an individual thumbnail
- Resolution (video): FullHD (1920 x 1080 px)



### YOUR CONTACT

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## IMPRESSUM

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Manuel Strauch & Matthias Amann  
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87549 Rettenberg  
Deutschland



## § 1 SCOPE OF APPLICATION

- (1) These General Terms and Conditions of Sale (hereinafter: GTC) apply to all contracts concluded between us, Extrusion-World GbR, authorised representatives Manuel Strauch & Matthias Amann, Hauptstraße 4, 87549 Rettenberg and you as our customer. The GTC apply regardless of whether you are a consumer, entrepreneur or merchant.
- (2) All agreements made between you and us in connection with an order result in particular from these General Terms and Conditions of Contract, the individual terms and conditions of the order, our written order confirmation and our declaration of acceptance. The respective contracts apply between us as the contractor and you as the contractor, whether commercial or private.
- (3) The version of the GTC valid at the time the contract is concluded shall apply.
- (4) We do not accept deviating terms and conditions of the customer. This shall also apply if we do not expressly object to their inclusion.

## § 2 CONCLUSION OF CONTRACT

- (1) The presentation and advertising of services on our website [www.Extrusion-World.com](http://www.Extrusion-World.com) does not constitute a binding offer to conclude an order.
- (2) Upon request, we will provide you with a service description of the services we offer. Customers can then make a binding booking in the sense of an offer in accordance with § 145 BGB.

- (3) A contract is only concluded when we accept your booking by means of a booking confirmation.
- (4) Any changes or additions to the order must be made by mutual agreement and documented.

## § 3 SUBJECT MATTER

- (1) We operate an international specialist portal for film production and processing. We publish reports that have been made available to us as press releases on our portal and via newsletters to subscribers worldwide. This also includes editing texts and processing images and videos.
- (2) We also offer social media marketing, in particular on the Linked.in and YouTube platforms.
- (3) The exact service and the associated prices are set out in the respective individual agreement.
- (4) In this contract, we only owe the agreed activity. No success, and in particular no specific marketing success, is owed. Any claims for non-achievement of a specific marketing success are excluded.

## § 4 PRICES AND TERMS OF PAYMENT

- (1) Unless otherwise stated, the prices are net prices plus the applicable value added tax.
- (2) The contractually agreed remuneration shall be due for payment to us by the client without deduction within 14 days of the date of invoicing by us.
- (3) If the payment terms are exceeded, we shall be entitled to demand default interest of 5% above the base interest

rate without further reminder. The right to claim further damages remains unaffected.

- (4) The customer agrees to the electronic transmission of the invoice.

## § 5 LIABILITY

- (1) We shall be liable to you in all cases of contractual and non-contractual liability in the event of intent and gross negligence in accordance with the statutory provisions for damages or reimbursement of futile expenses.
- (2) In other cases, we shall only be liable - unless otherwise regulated in paragraph 3 - in the event of a breach of a contractual obligation, the fulfilment of which is essential for the proper execution of the contract and on the observance of which you as the client may regularly rely (so-called cardinal obligation), limited to compensation for foreseeable and typical damage. In all other cases, our liability is excluded, subject to the provision in paragraph 3.
- (3) Our liability for damages resulting from injury to life, body or health and under the Product Liability Act shall remain unaffected by the above limitations and exclusions of liability.
- (4) We are not liable for omissions, technical problems or co-operation difficulties of third parties.

## § 6 COPYRIGHTS, RIGHTS OF USE AND RETENTION OF TITLE

The rights of use for the articles, banners and all other works lie solely with us. The right of use can only be transferred with

## ALL ABOUT FILM EXTRUSION & CONVERTING



express permission, for which a separate written agreement is required. Press releases as well as press and image material are subject to editing. There is no entitlement to publication. In the event of publication, the author is responsible for the content. The editors reserve the right to shorten press material. Images provided by the customer are deemed to have been released. In the event of a violation of the personal rights or copyrights of third parties, the customer shall be held liable.

### § 7 OBLIGATION OF THE CLIENT TO CO-OPERATE

- (1) You must provide us with the required files and documents free of charge.
- (2) The customer declares that he is in possession of the duplication and reproduction rights to the submitted data.
- (3) We are authorised to involve third-party providers in projects for the provision of services in order to order necessary third-party services on behalf of and for the account of the customer. The customer expressly authorises us to place subcontracts.

- (4) We may also commission third-party services in our own name and for our own account and invoice these to the customer. The customer shall indemnify us against all liabilities in the internal relationship.
- (5) The customer shall receive a digital proof of the service to be provided from us and is obliged to check it within 3 days (no working days) and to issue approval or indicate correction requests. By approving the proof, the customer assumes liability for the correctness of words and images.
- (6) Costs incurred within the order for fees to collecting societies (e.g. GEMA) shall be borne by the customer. If we initially assume the costs, these are to be reimbursed to the customer against proof.
- (7) As a customer, you are obliged to keep confidential all our strategies and similar which you learn in the course of the contractual relationship with us.

### § 8 FINAL PROVISIONS

- (1) The law of the Federal Republic of Germany shall apply to the exclusion of the UN Convention on Contracts for the International Sale of Goods.
- (2) If you are a merchant and have your registered office in Germany at the time of the order, the exclusive place of jurisdiction is our registered office. Otherwise, the applicable statutory provisions shall apply to local and international jurisdiction.
- (3) The language of the contracts is generally German or English. In the event of a conflict, the German version shall apply.
- (4) Should individual provisions of these terms and conditions be invalid or unenforceable or become invalid or unenforceable after conclusion of the contract, this shall not affect the validity of the remainder of the contract.
- (5) The assignment of claims arising from this contract is excluded for the client.

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