

# heise online virtual events

## Lead push for your virtual events

More and more face-to-face events are being converted into virtual events in order to convey the content quickly and regardless of location. The disadvantage: personal proximity to new customers can hardly be built up. So how can I win new leads and customers in this phase?

### We can help you with it!

heise online – the strong performance profile of the leading IT / tech news platform in German-speaking countries

- with a high quality and trustworthy topic environment
- with readers who are interested far above average in IT topics
- with over 9 million users / month who want and need to educate themselves
- with a portfolio of effective direct approach
- with an awareness-based and performance-based billing model

### And this is how we push your online event:

- Native post ad (clicks) - on the heise online homepage
- Halfpage ad (awareness) - in the heise online rotation
- Wallpaper Ad (Awareness) - in the heise online rotation
- Billboard (awareness) - in the heise online rotation
- us-Ad (Clicks) - in the heise online rotation

»» You supply the advertising material – alternatively we also design for you.

We link directly to your event website.

### Package „light“

- Wallpaper / Halfpage-Ad / Billboard in the heise online rotation (500,000 AdImps)

#### plus

- usAd and Native Post (500 Clicks)

**Rate: 5,900 EUR plus VAT**

### Package „medium“

- Wallpaper / Halfpage-Ad / Billboard in the heise online rotation (1,000,000 AdImps)

#### plus

- usAd and Native Post (1,000 clicks)

**Rate: 10,100 EUR plus VAT**



The offer is valid until **December 31, 2020**.

The link may only be made to virtual events. Links to products, shop pages or other landing pages are excluded from this promotion.