

# heise online Native Post

## Native at heise online:

Create interest with your own informative content in a thematically appropriate editorial context. Flanking native promotion ensures that you receive sufficient attention - as a complete package with guaranteed calls.

### NEW: The Native Post

The Native Post is a sponsored link - the supplied content is delivered online in the look and feel of heise online in the editorial newsfeed, the centerpiece of heise online.

### USP:

- Reach and credibility of the news ticker - the centerpiece of heise online - is used
- Native advertising formats tend to be more click-rich than classic display advertising
- Generation of traffic for your own landing page, linked to a content topic
- Tailored communication with a high-quality B2B readership

## Tech. Specs:

<b>Dimensions:</b>	Logo or Graphic 360 x 220 px
<b>URL:</b>	Click tracking / landing page
<b>Characters:</b>	Heading 70 characters, Description max. 180 characters

### Homepage

<b>Duration:</b>	at least 3 weeks
<b>Clicks:</b>	800
<b>Rate:</b>	<b>€ 5,592</b>
<b>CPC:</b>	€ 6.99



## Native at heise online: informative and subedited

Take the chance now and contact us!

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