RATE CARD
2022

@heise Jobs
INFORMATION ON THE PUBLISHING HOUSE

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Web
www.jobs.heise.de
heise jobs is the IT job portal under the umbrella of heise online. Companies seeking staff can address highly qualified specialists and executives from the IT industry, as well as well-educated young career starters in the IT, telecommunications and e-business sectors here.

Reader analyses show that heise online readers belong to the target group of rather young readers with a high percentage of IT specialists and executives, an advanced educational background and a high Internet affinity.

heise jobs, the IT job exchange on heise online, helps you recruit first-class candidates – quickly and directly.

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**Facts**

- **User traffic November 2021:** 70,800 Page Impressions (Source: IVW)
- **Target group:** Very young target group with high education
- **Coverage:** 8,000 Unique User (Source: AGOF digital facts 2021-10(if))
# JOB ADVERTISEMENTS

## Job advertisements Classic
Job advertisement in a standard layout, without individual design

<table>
<thead>
<tr>
<th>Duration 30 days</th>
<th>699 Euro</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extension by 30 days</td>
<td>400 Euro</td>
</tr>
</tbody>
</table>

## Job advertisements Professional
Advertisement with individual design in HTML

<table>
<thead>
<tr>
<th>Duration 30 days</th>
<th>799 Euro</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extension by 30 days</td>
<td>500 Euro</td>
</tr>
<tr>
<td>Design of your advertisement according to your specifications</td>
<td>90 Euro</td>
</tr>
<tr>
<td>Every additional ad with the same layout</td>
<td>50 Euro</td>
</tr>
</tbody>
</table>

## Job advertisements for apprenticeship/training positions and internships

<table>
<thead>
<tr>
<th>Duration 30 days</th>
<th>99 Euro</th>
</tr>
</thead>
</table>

## Job advertisements Premium
Advertisement with individual design in HTML

<table>
<thead>
<tr>
<th>Duration 30 days</th>
<th>999 Euro</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extension by 30 days</td>
<td>600 Euro</td>
</tr>
<tr>
<td>Design of your advertisement according to your specifications</td>
<td>90 Euro</td>
</tr>
<tr>
<td>Every additional ad with the same layout</td>
<td>50 Euro</td>
</tr>
</tbody>
</table>
### Longer Maturities

<table>
<thead>
<tr>
<th>Advertisement Classic</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>30 days</td>
<td>€ 699,00</td>
<td></td>
</tr>
<tr>
<td>60 days</td>
<td>€ 899,00</td>
<td></td>
</tr>
<tr>
<td>90 days</td>
<td>€ 1.150,00</td>
<td></td>
</tr>
<tr>
<td>6 months</td>
<td>€ 1.400,00</td>
<td></td>
</tr>
<tr>
<td>12 months</td>
<td>€ 2.050,00</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Advertisement Professional</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>30 days</td>
<td>€ 799,00</td>
<td></td>
</tr>
<tr>
<td>60 days</td>
<td>€ 1.120,00</td>
<td></td>
</tr>
<tr>
<td>90 days</td>
<td>€ 1.300,00</td>
<td></td>
</tr>
<tr>
<td>6 months</td>
<td>€ 1.690,00</td>
<td></td>
</tr>
<tr>
<td>12 months</td>
<td>€ 2.300,00</td>
<td></td>
</tr>
</tbody>
</table>

<table>
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<tr>
<th>Advertisement Premium</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>30 days</td>
<td>€ 999,00</td>
<td></td>
</tr>
<tr>
<td>60 days</td>
<td>€ 1.320,00</td>
<td></td>
</tr>
<tr>
<td>90 days</td>
<td>€ 1.500,00</td>
<td></td>
</tr>
<tr>
<td>6 months</td>
<td>€ 1.890,00</td>
<td></td>
</tr>
<tr>
<td>12 months</td>
<td>€ 2.500,00</td>
<td></td>
</tr>
</tbody>
</table>

For further advertisement packages we will make you a separate offer.
Supply of your advertisements - Technical specifications

Your job advertisements at heise jobs

We offer a convenient way to book and place your job advertisements yourself at heise jobs at www.heisejobs.de. You may either place job advertisements without individual layout (continuous text) or layouted advertisements in HTML format stored on your own server.

In case you cannot supply your own layouted advertisements on your own server, we are happy to include them on our servers in order to publish them at heise jobs.

In this case, please send us HTML files of your job advertisements that fulfil the specifications detailed below.

Supply of complete HTML advertisements:

Please e-mail your advertisements as a ZIP archive to: stellenanzeigen@heise.de

If you have any further questions about the design of your advertisements or if you do not have a ready-made HTML advertisement, please contact our media advisory service:

Christiane Klingenbrunn  Phone: +49 [0]511 5352-150
Lisa Simon  Phone: +49 [0]511 5352-872
Nilgün Fuchs  Phone: +49 [0]511 5352-815
Emma Geppert  Phone: +49 [0]511 5352-815
Are you looking for interesting and qualified applicants from the IT industry?

heise jobs, the job exchange of Germany’s leading IT-News Website heise online, and Jobware, the job market for specialists and executives, have been organising IT job days very successfully for the last two years. Take the chance and present your company as attractive employer with current job offers, training and further education places as well as extra-occupational study courses in the ICT segment.

In a direct conversation, you as employer can get directly into contact with future potentials and exchange first information.

Are you interested? Your contact:

Christiane Klingenbrunn  Phone: +49 [0]511 5352-150
Lisa Simon  Phone: +49 [0]511 5352-872

You will experience:

- a small fine event with job-interested ICT professionals
- exclusive lectures by the editors of the renowned computer magazine c’t and exclusive lectures by you as an exhibitor
- a venue with an optimal infrastructure
That's what we offer you as exhibitor:

- direct access and discussions with ICT job applicants
- Information stand with bar table and 2 stools/chairs and space for your information documents, WLAN
- extensive communication and advertising of the event in the Heise media and about job goods
- Application for the event through our excellent contacts to universities and colleges
- Mention of your company and company presentation in an advertising campaign on heise online and heise jobs
- Presentation of your company with logo and short description on the registration page
- Catering included

<table>
<thead>
<tr>
<th>Düsseldorf</th>
<th>Munich</th>
<th>Hanover</th>
<th>Frankfurt</th>
<th>Cologne</th>
</tr>
</thead>
<tbody>
<tr>
<td>16 Mar 2022</td>
<td>04 May 2022 Rheinterrassen</td>
<td>12 May 2022 Hannover Congress Centrum</td>
<td>08 June 2022 IHK Gebäude am Börsenplatz</td>
<td>15 June 2022 KOMED im MediaPark</td>
</tr>
<tr>
<td></td>
<td>Nemtschekhaus München</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Leipzig</th>
<th>Stuttgart</th>
<th>Hamburg</th>
<th>Berlin</th>
<th>Nuremberg</th>
</tr>
</thead>
<tbody>
<tr>
<td>23 June 2022</td>
<td>01 Sept 2022 Mariott-Hotel</td>
<td>14 Sept 2022 Ehemaliges Hauptzollamt</td>
<td>05 Oct 2022 Spreespeicher</td>
<td>20 Oct 2022 Meistersingerhalle Nürnberg</td>
</tr>
<tr>
<td></td>
<td>IHK Region Stuttgart</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Rate for the service package EUR 3,600

Lectures: EUR 250 (plus VAT)

Benefit from attractive discounts:
2-3 cities: 10%  •  4-6 cities: 15%  •  7 cities and more: 20%
YOUR CONTACTS

Media support & scheduling

Christiane Klingenbrunn
Phone: +49 [0]511 5352-150
Fax: +49 [0]511 5352-308
E-mail: christiane.klingenbrunn@heise.de

Lisa Simon
Phone: +49 [0]511 5352-872
Fax: +49 [0]511 5352-308
E-mail: lisa.simon@heise.de

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Germany
www.heise.de
c’t magazin für computertechnik is one of the most renowned information sources for computer specialists in Europe for more than 35 years. Once a fortnight, c’t provides readers a multitude of themes, technical knowhow, independent journalistic investigations and in-depth articles. The magazine publishes articles on operating systems, hardware technology and communications across all vendors and platforms. In addition to traditional computer technology, c’t also has a strong focus on state-of-the-art applications such as digital audio/video or mobile computing.

iX is mandatory reading for professional IT users for more than 30 years. The carefully selected mixture of vendor-independent tests, articles about IT fundamentals and background reports as well as new product presentations provides the information necessary for successful enterprise deployment. This selection of up-to-the-minute reports and future-oriented expertise also serves as suitable environment for a job section of high reputation among IT experts.

Technology Review is a magazine for science and economy targeted at executives and decision-makers, researchers and developers, go-getters and executives alike. Technology Review imparts knowledge and provides orientation on the latest technology trends and identifies market opportunities and the business value of innovations. The focus is on issues such as information, bio- and nanotechnology, energy, telecommunications, traffic and materials research. Technology Review is the licensed German edition of the renowned „MIT’s Magazine of Innovation“ for more than 15 years.
GENERAL TERMS & CONDITIONS

General Terms & Conditions heise jobs of Heise Medien GmbH & Co KG, Karl-Wiechert-Allee 10, 30625 Hanover Germany - represented by the Managing Directors Ansgar Heise and Dr. Alfons Schräder -

These General Terms & Conditions apply for the signing and execution of contracts between Heise Medien GmbH & Co KG (Heise Verlag) and the customer regarding the online job exchange and the rights and duties arising out of this contract for the two parties involved.

I. Subject matter of the General Terms & Conditions
The subject matter of these General Terms & Conditions is the specification of the contractual terms of contracts concluded online or otherwise between Heise Verlag and advertising customers regarding the publication of advertisements in the online job exchange on the Heise Verlag web sites and with customers requesting access to the applicant database. The General Terms & Conditions applicable when the contract is signed apply.

The first section specifies the terms and conditions of Heise Verlag for the publication of job advertisements at heise jobs. The second section deals with the contractual terms regarding access to the applicant database operated by Heise Verlag. The third section comprises terms and conditions valid for both sections described above.

II. Publication of advertisements at heise jobs
§ 1 Signing of the advertising contract
1. An „advertising contract“ in the sense of the following General Terms & Conditions is a contract for one or several advertisements of an employer or other interested parties (customer) on the online job market of Heise Verlag’s web sites.
2. The contract is deemed concluded when Heise Verlag confirms the customer’s respective purchase order. An order may be placed by completing the form available on the web site or by other means, such as by e-mail, fax or letter. The customer will receive an order confirmation after receipt of his advertisement order by e-mail or otherwise and after Heise Verlag has validated the order. The contract is deemed signed upon confirmation or upon clearing.
3. The information contained in Heise Verlag’s order confirmation, in particular concerning the start date and duration of the advertisement placement, is deemed agreed between the parties. If the customer does not agree with the information contained in the order confirmation, he will contact Heise Verlag immediately to have this information corrected, as appropriate.

§ 2 Duty to inform
When placing an order, the customer is obliged to provide true and correct information. If no such information or if incorrect data - in particular, a wrong address - is provided from the outset, Heise Verlag may withdraw from the contract if one has already been entered into.

§ 3 Reservation to reject orders
1. Heise Verlag reserves the right to reject advertisement orders due to their content, origin or technical design, in particular in cases where the content of the job advertisement offends legal or regulatory prohibitions or is contra bonos mores or if publishing the advertisement is deemed unacceptable for Heise Verlag due to other reasons.
2. If an advertisement already published online offends legal or regulatory prohibitions or is contra bonos mores, Heise Verlag has the right to remove this advertisement immediately from their offering. Heise Verlag will inform the customer immediately that his advertisement has been withdrawn and will make arrangements with the customer on how to proceed.
3. If an advertisement is rejected prior to publication or removed from the web site, because it offends legal or regulatory prohibitions or is contra bonos mores or if publishing the advertisement is deemed unacceptable for Heise Verlag due to other reasons, the customer is not entitled to claim damages from Heise Verlag. If the customer is liable for the situation, Heise Verlag is entitled to claim reimbursement of expenses.

§ 4 Supply of advertisements
1. The customer has several options to supply the advertisements to be published.
   - Enter the data into the web form.
   - Send the data by e-mail, letter, fax, or otherwise
   - Send a digital copy
   - Provide the advertisement on his own server and integrate it into the frames of Heise Verlag.
2. The customer is responsible for the complete supply of the means of advertisement, in time and before the first publication date specified and agreed in the order confirmation. Heise Verlag cannot be held accountable for any delays caused by the content of the advertising material supplied by the customer or for content-related or technical reasons.

§ 5 Creation of advertisement by Heise Verlag
1. If the customer explicitly commissions Heise Verlag to do so, Heise Verlag will design and create advertisements for the customer based on the customer’s specifications.
2. Heise Verlag will receive a fee for creating and designing such advertisements. Unless otherwise agreed in writing, this fee is based on the pricing list published online on the pages of heise jobs.
3. Heise Verlag will reserve all copyrights and usage rights for the advertisements created by Heise Verlag for the customer; unless otherwise agreed in writing, they will not be transferred to the customer automatically, even after termination of contract. This provision does not apply for those parts of the advertisement supplied by the customer.
§ 6 Infringement of third-party rights
1. Heise Verlag is not obliged to check the texts and images supplied by the customer and the technical design of the advertisement for any infringements of third-party rights.
2. If trademarks or copyrighted material is used for publishing the advertisement, the permission to use this material is deemed granted with the advertisement order. The customer warrants that he has the right to grant such permission.
3. The customer explicitly indemnifies Heise Verlag from any claims of third parties that may arise due to the form, content or design of the advertisements, in particular potential infringements of copyrights or trademark rights. The parts of the advertisements created by Heise Verlag are excluded from such indemnification.

§ 7 Publication of the advertisement
1. Heise Verlag will ensure online publication of the advertisement commissioned by the customer on Heise Verlag’s job market web pages at the time and for the duration agreed.
2. The customer must check the published advertisement immediately after its first publication and must lodge any complaints immediately. If the customer does not lodge such complaint, the published advertisement is deemed approved free of defects.

§ 8 Modifications of advertisements
1. If the customer requests so, Heise Verlag will modify job advertisements during their period of publication, if such content-related or technical modifications are deemed acceptable.
2. If only minor modifications have to be performed by Heise Verlag with only minor efforts, they will be performed free of charge. For major modifications, a fee must be paid to be agreed between Heise Verlag and the customer.
3. If the customer hosts the advertisement on his own server and integrates the offering through frames into Heise Verlag’s offering, the customer may modify his advertisements anytime.
4. Excluded are such modifications which change the content of an advertisement in such a way that, in the event of the modification, a new position would be advertised instead of the original one. If such modifications are made without the consent of Heise Verlag, the advertisement will be deemed to have been placed again and will entail a renewed obligation to pay remuneration in accordance with the prices quoted by Heise Verlag. Furthermore, Heise Verlag has the right to terminate the contract without notice.

§ 9 Transfer of advertisements to third parties
1. Heise Verlag is not permitted to transfer the advertisement in part or as a whole to other online or offline media for publication without the customer’s explicit consent.
2. Heise Verlag is not liable for any unauthorised transfer of the advertisement or individual parts of this advertisement into third-party offerings, since we cannot rule out such transfers based on the current state of technology. If Heise Verlag learns of such cases, the customer will be informed accordingly.

§ 10 Remuneration
1. A fee must be paid to Heise Verlag for publishing and provisioning the advertisement. Unless agreed otherwise and individually in writing, the amount of this fee is based on Heise Verlag’s pricing list published online. The fee shall be calculated based on the pricing list published in the Internet at the time when the customer’s order is received.
2. Unless otherwise agreed, the amounts invoiced are due immediately and net. Payment is deemed made when the money has been credited to Heise Verlag’s bank account.
3. The customer only has the right of retention if and to the extent to which his counterclaim arises from the same contract. Any offsets made by the customer are excluded unless the counterclaims have been recognized by declaratory judgment or have been acknowledged by Heise Verlag.

§ 11 Warranty
1. Heise Verlag ensures that the advertisements are reproduced as well as possible according to the common technical standard. However, the customer understands that the current state of technology does not allow a program to be created that is completely free of any deficiencies.
2. In particular, reproduction of the job advertisement is not deemed deficient if such deficiencies are caused by using an unsuitable presentation by software and/or hardware, by disruptions of communication networks operated by other providers, by computer breakdowns at an Internet access provider or online service or by incomplete and/or not updated offerings of proxy servers (caches) of commercial and free providers and online services.
3. The presentation of advertisements is impossible due to reasons for which Heise Verlag is responsible, the customer may claim a correct substitute advertisement, which is, however, limited to the extent to which the usage of the job advertisement has been affected. If publication of such substitute advertisement fails for whatever reason, the customer has the right to either withdraw from the contract or to claim a reduction of the price for this advertisement. Any claims for damages by the customer are, however, excluded.

III. Access to applicant database
§ 1 Signing of the contract
The contract is deemed entered into when Heise Verlag confirms the customer’s respective purchase order. An order may be placed by completing the form available on the web site or otherwise, in particular, by e-mail, fax or letter. The customer will receive an order confirmation by e-mail or otherwise. A contract is deemed entered into as soon as such confirmation is received or when database access is granted.

§ 2 Database access
1. Upon registration and receipt of the password, the customer may access the database where job applications at heise jobs are stored.
2. The customer may only contact the job applicant when the contract has been concluded and during the term of contract. Once the customer has found an interesting candidate in the database, the applicant will be informed that the customer is interested. If the applicant agrees to make contact with the customer, Heise Verlag will supply the applicant’s contact data to the customer, who would then be able to make contact with the applicant himself.
§ 3 Remuneration
1. A fee must be paid to Heise Verlag to allow the customer to contact applicants from the applicant database. Unless agreed otherwise and individually, the amount of this fee is based on Heise Verlag’s pricing list published online. The fee shall be calculated based on the pricing list published in the Internet when the customer’s request for database access is received.
2. Unless otherwise agreed, the amounts invoiced are due immediately in full. Payment is deemed made when the money has been credited to Heise Verlag’s bank account.
3. The customer only has the right of retention if and to the extent to which his counterclaim arises from the same contract. Any offsets made by the customer are excluded unless the counterclaims have been recognized by declaratory judgment or have been acknowledged by Heise Verlag.

§ 4 Term of contract
The minimum term of a contract on access to the applicant database is four weeks. All details on the term of contract can be found in the pricing list published online.

§ 5 Warranty
1. Heise Verlag ensures the best possible access to the database allowed by the common technical standard. However, the customer understands that the current state of technology does not allow a program to be created that is completely free of any deficiencies.
2. In particular, access is not deemed deficient if such deficiencies are caused by using an unsuitable presentation software and/or hardware, by disruptions of communication networks operated by other providers, by computer breakdowns at an Internet access provider or online service or by incomplete and/or not updated offerings of proxy servers (caches) of commercial and free providers and online services.
3. If access to the applicant database is impossible due to reasons for which Heise Verlag is responsible, the customer may claim an extension of the term of contract to access the database, which is, however, limited to the extent to which the purpose and usage of the database has been affected. If access to the database during the extended term of contract fails for whatever reason, the customer has the right to either withdraw from the contract or to claim a reduction of the price paid for the database access. Any claims for damages by the customer are, however, excluded.

IV. General provisions
§ 1 Liability
1. Heise Verlag assumes unrestricted liability for intention and gross negligence of their employees, legal representatives and executives. This also applies for expressly warranted properties. Heise Verlag will only be liable for slight negligence if a cardinal duty essential for accomplishing the contractual goal and purpose has been infringed.
2. If and to the extent to which cardinal duties in the sense described above have been infringed, liability is restricted to the damage typical for this type of contract. In particular, liability resulting from non-achievement of employment or wrong employment is excluded, as is any liability for content for which Heise Verlag is not responsible, e.g., content entered by applicants.
3. In any case, liability towards companies for damages resulting from gross and slight negligence is restricted to the amount and extent typical and foreseeable for such cases and to damages not controllable by the customer; for vicarious agents who are no legal representatives or executives, this restriction also applies for damages caused by intent.

§ 2 Privacy
1. Without the customer’s explicit consent, Heise Verlag will only gather and store data necessary for executing the order and the contract electronically. Heise Verlag will make use of all data provided only for the purposes agreed by the customer.
2. Heise Verlag will ensure that the regulations of the federal privacy law will be observed. In other respects, Heise Verlag’s privacy policy will apply.

§ 3 Miscellaneous
1. For business with business people and legal persons according to public law, the venue for all disputes arising out of this contract will be Hanover. In addition, Heise Verlag is also entitled to take legal action at the customer’s place of business.
2. If one of the provisions of the General Terms & Conditions is or becomes ineffective, this does not affect the effectiveness of the remaining provisions. The parties to this contract agree to replace the ineffective provision by another provision that comes close to the economic purpose of the ineffective provision.
3. This contract is subject to the German law under exclusion of the United Nations Convention on Contracts for the International Sale of Goods.
4. Place of performance is Hanover.
5. Subsidiary agreements, modifications and amendments to this contract must be done in writing to be effective; this also applies for a waiver of the written form.