

# Rate card

Valid from 1st of January 2025

**BRANDING**

**CONTENT MARKETING**

**INTENT DATA**

**LEADGEN**

**TRAFFIC PUSH**

**EMPLOYER BRANDING**

**TARGET GROUP TARGETING**

# Branding

**DISPLAY ADS**

**ACCOUNT BASED DISPLAY**

**CONTEXTUAL**

**FIRST PARTY HEISE+**

**WALLPAPER**




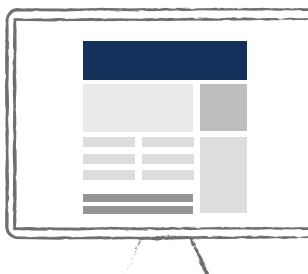




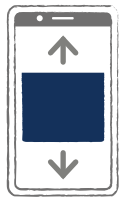
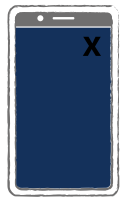
**FIREPLACE**

**NEWSLETTER**

**PODCASTS**

**VIDEOS**

# Display Ads

Price level 1	Price level 2	Price level 3	
			
<b>Leaderboard</b> 728x90 px	<b>Medium Rectangle</b> 300x250 px	<b>Half Page Ad</b> 300x600 px	<b>Billboard</b> 970x250 px
			
<b>Skyscraper</b> max. 160x600 px		<b>Wallpaper</b> 728x90 px + 160x600 px	<b>Sidebar</b> Dynamic
			<b>Rotation</b>
<b>Mobile Rectangle</b> 300x250 px	<b>Mobile Interscroller</b> 300x600 px	<b>Mobile Interstitial</b> 320x480 px + 336x280 px FC 1 per user/day	channel rotations & run of heise online

all rates plus VAT. Agency commission is granted; minimum booking volume is € 3,500 gross

## CPM

First party target groups/ interests	Price level 1	Price level 2	Price level 3
Audience IT Decision Maker	€ 59	€ 79	€ 99
Audience Server • Cloud • Security • Recruiting • Developer	€ 59	€ 79	€ 99
Audience Consumer	€ 19	€ 29	€ 39
Rotations	Price level 1	Price level 2	Price level 3
Channel rotation (Selection of at least 3 channels)	€ 49	€ 69	€ 89
Run of heise online	€ 29	€ 39	€ 49
Channels	Price level 1	Price level 2	Price level 3
      	€ 59	€ 79	€ 99
<b>News categories:</b> Applications • Business • Consumer Electronics • Entertainment • Trade • Hardware • Internet • Linux & Open Source • Mobile • Networks • Security • Software Engineering • Server & Storage • Technology & Research • Windows			
Keyword Targeting			
<b>Make:</b> <i>Mac&amp;i</i> <i>ctFotografie</i> 	€ 29	€ 39	€ 49
<b>TELEPOLIS</b>  			

Programmatics: All these formats and channels can also be booked as Private Deal or Preferred Deal via the Google AdExchange or Yieldlab.

# Account Based Display

## Rate category 1:



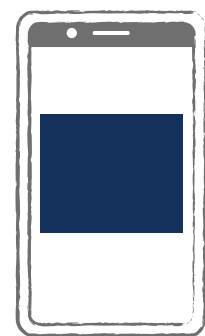
**Leaderboard**  
728 x 90 px



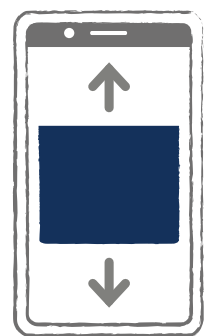
**Medium Rectangle**  
300 x 250 px



**Skyscraper**  
max. 160 x 600 px



**Mobile Rectangle**  
300 x 250 px



**Mobile Interscroller**  
300 x 600 px

CPM: € 199

## Rate category 2:



**Half Page Ad**  
300 x 600 px



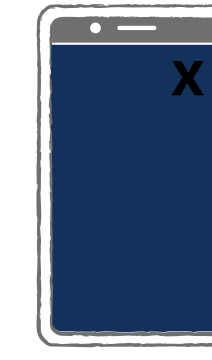
**Billboard**  
970 x 250 px



**Wallpaper**  
728 x 90 px + 160 x 600 px



**Sidebar**  
dynamic



**Mobile Interstitial**  
320 x 480 px + 336 x 280 px

CPM: € 239

# Contextual Targeting



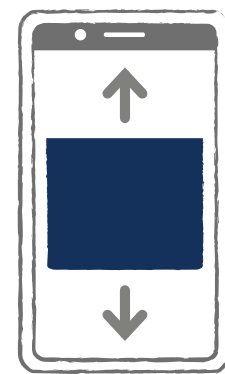
It consists of:

**Leaderboard** and **Skyscraper**

728 x 90 px

120 x 600 px

(max. 200 x 800 px)



**Mobile Interscroller**

300 x 600 px

(visible area:

300 x 360 px)

	Wallpaper	Wallpaper and Interscroller	
<b>Placement</b>	in the articles relevant to the topic	in the articles relevant to the topic	
<b>Reach*</b> (using the example of the topic AI within a 4-week runtime)	200,000 adImps	<b>desktop</b> 200,000 adImps	<b>mobile</b> 500,000 adImps
<b>Rate</b>	<b>CPM € 79</b>	<b>CPM € 79</b>	

\* Minimum purchase quantity: 100,000 ad impressions. The runtime depends on availability and agreement.

Examples of topics can be found at [www.heise.de/themen](http://www.heise.de/themen)

# First Party heise+

## Rate category 1:



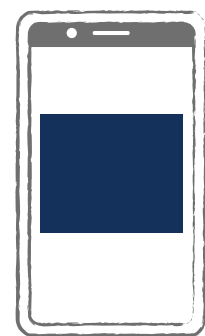
**Leaderboard**  
728 x 90 px



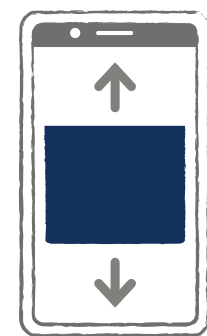
**Medium Rectangle**  
300 x 250 px



**Skyscraper**  
max. 160 x 600 px



**Mobile Rectangle**  
300 x 250 px



**Mobile Interscroller**  
300 x 600 px

**CPM: € 130**

## Rate category 2:



**Half Page Ad**  
300 x 600 px



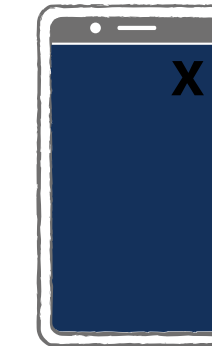
**Billboard**  
970 x 250 px



**Wallpaper**  
728 x 90 px + 160 x 600 px



**Sidebar dynamic**



**Mobile Interstitial**  
320 x 480 px + 336 x 280 px

**CPM: € 150**

Only users who have taken out a heise+ subscription\* are reached.  
This target group has a high usage intensity. It is an advertising-reduced environment, which is why the advert receives special attention.

\* approx. 70,000, August 2024

all rates plus VAT. Agency commission is granted

# Wallpaper



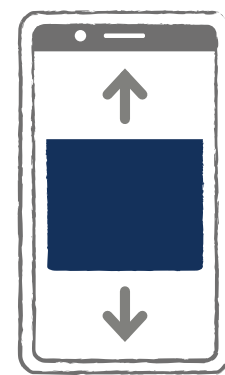
It consists of:

**Leaderboard** and **Skyscraper**

728 x 90 px

120 x 600 px

(max. 200 x 800 px)



**Mobile Interscroller**

300 x 600 px

(visible area:

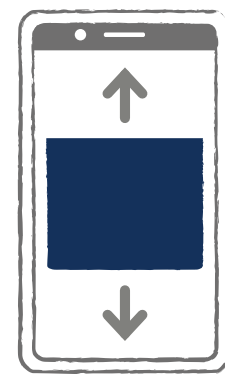
300 x 360 px)

## Delivery: display and mobile

	<b>Daily fixed placement HOME RUN</b> (100% SOV)		<b>Weekly fixed placement HOME RUN</b> (100% SOV)	
<b>Placement</b>	Placement on the heise homepage, news ticker, topic pages and heise online articles		Placement on the heise homepage, news ticker, topic pages and heise online articles	
<b>Reach</b>	<b>display</b> 250,000 adImps	<b>mobile</b> 200,000 adImps	<b>display</b> 1,400,000 adImps	<b>mobile</b> 1,000,000 adImps
<b>Duration</b>	1 day		1 week	
<b>Rate</b>	<b>display</b> <b>€ 13,750</b>	<b>display and mobile</b> <b>€ 20,250</b>	<b>display</b> <b>€ 63,000</b>	<b>display and mobile</b> <b>€ 96,000</b>

all rates plus VAT. Agency commission is granted

# Fireplace



**It consists of:**

**Billboard** and **U-Wallpaper**

- 1056x250 px
- Leaderboard: 1104x90px
- +
- Skyscraper left: 200x600px
- +
- Skyscraper right: 200x600px

**Mobile Interscroller**

- 300x600 px
- (visible area: 300x360 px)

**Delivery: display and mobile**

	<b>Daily fixed placement HOME RUN</b> (100% SOV)		<b>Weekly fixed placement HOME RUN</b> (100% SOV)	
<b>Placement</b>	Placement on the heise homepage, news ticker, topic pages and heise online articles		Placement on the heise homepage, news ticker, topic pages and heise online articles	
<b>Reach</b>	<b>display</b> 200,000 adImps	<b>mobile</b> 200,000 adImps	<b>display</b> 1,000,000 adImps	<b>mobile</b> 1,000,000 adImps
<b>Duration</b>	1 day		1 week	
<b>Rate</b>	<b>display</b> <b>€ 13,000</b>	<b>display and mobile</b> <b>€ 20,000</b>	<b>display</b> <b>€ 50,000</b>	<b>display and mobile</b> <b>€ 80,000</b>

all rates plus VAT. Agency commission is granted



# Newsletter Ads



**Newsletter Leaderboard**

540x65 px



**Newsletter Rectangle**

276x230 px



**Newsletter Sponsoring**

540x65 px + 2 x 276x230 px

Channels	approx. contacts per week	Issues a week	Date of dispatch	Newsletter Leaderboard 540x65 px	Newsletter Rectangle 276x230 px	Newsletter Sponsoring 540x65 px + 2 x 276x230 px
<b>heise online Daily</b>	162,000	7	daily	€ 3,290	€ 2,490	€ 5,200
<b>c't</b>	86,000	bi-weekly	Thursday	€ 2,430	-	-
<b>heise Security</b>	60,000	2	Monday/ Thursday	€ 1,790	€ 1,490	€ 3,000
<b>developer</b>	5,600	2	Monday/ Thursday	€ 500	€ 450	€ 900
<b>Mac &amp; i</b>	18,000	5	daily	€ 980	-	-
<b>iX</b>	11,000	monthly	1x monthly, to the day of sale	€ 990	-	-
<b>Make:</b>	2,000	1	Monday	€ 250	-	-
<b>c't Fotografie</b>	5,500	1	Saturday	€ 890	-	-
<b>c't 3003 Hype</b>	4,000	1	Wednesday	€ 1,500	-	-
<b>AI Update</b>	9,000	5	weekdays	€ 1,000	-	-

# Stand Alone Newsletter

## TARGET GROUP PACKAGES

IT decision maker	Package S	Package M	Package L
contacts	22,000	39,800	57,000
Rate	<b>€ 10,400</b>	<b>€ 18,800</b>	<b>€ 26,900</b>

Industry	Package S	Package M	Package L
contacts	22,000	35,000	49,000
Rate	<b>€ 10,400</b>	<b>€ 16,500</b>	<b>€ 23,100</b>

**Minimum booking volume:** € 10,400 AE capable only  
ALL technical costs are already included

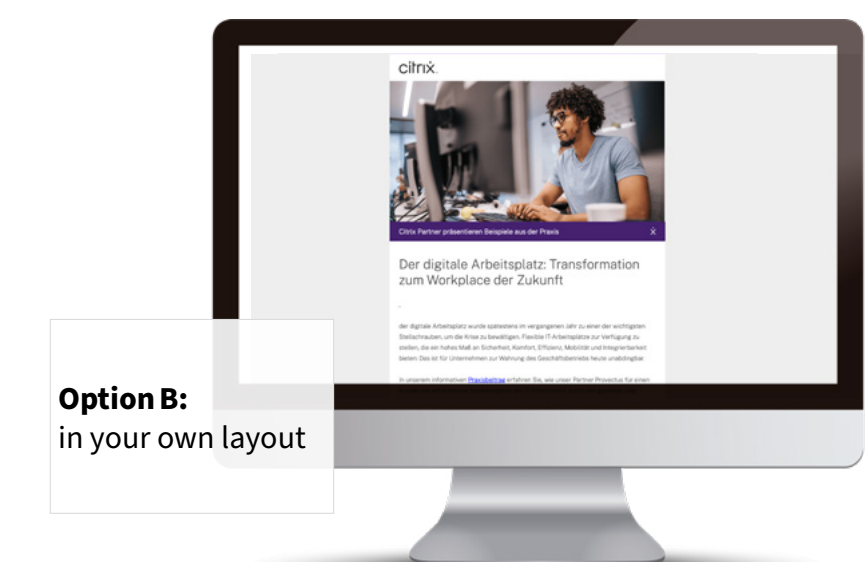
\*Package L always corresponds to the total target group

all rates plus VAT.

Cloud	Paket S	Package M	Paket L
contacts	22,000	27,000	30,000
Rate	<b>€ 10,400</b>	<b>€ 12,750</b>	<b>€ 14,200</b>









Business	Package S	Package M	Package L
contacts	22,000	60,800	230,000
Rate	<b>€ 10,400</b>	<b>€ 28,700</b>	<b>€ 108,560</b>

Security	Package S	Package M	Package L
contacts	22,000	-	-
Rate	<b>€ 10,400</b>	-	-



# Podcasts (booking of individual shows)



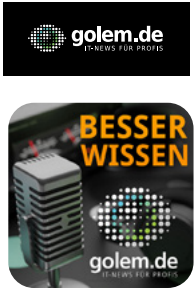






								
Frequency of publication	every Thursday	every Saturday	every working day	every working day	every 14 days	weekly	every 14 days	every 14 days Thursday
Calls in the first 4 weeks	19,000	28,000	230,000	40,000 per week	8,000	13,000	2,000	13,000
Length of the sequence	approx. 60 min.	approx. 60 min.	approx. 2,20 min.	Mon-Thu approx. 10 min. Friday approx. 45 min.	10-45 min.	approx. 20 min.	approx. 30 min.	approx. 30 min.
Length Integration	approx. 30 sec.	approx. 30 sec.	approx. 30 sec.	approx. 30 sec.	approx. 30 sec.	approx. 30 sec.	approx. 30 sec.	approx. 30 sec.
Integration	Pre- or Mid-Roll	Pre- or Mid-Roll	Post-Roll	Post-Roll	Pre- or Mid-Roll	Post-Roll	Pre- or Mid-Roll	Pre- or Mid-Roll
<b>CPM AdBundle</b> (Pre-Roll OR Mid-Roll OR Post-Roll)	<b>€ 125</b>	<b>€ 125</b>	<b>€ 125</b>	<b>€ 125</b>	<b>€ 125</b>	<b>€ 125</b>	<b>€ 125</b>	<b>€ 125</b>
<b>CPM TandemAd</b> (Exclusively in one episode Pre-Roll AND Mid-Roll)	<b>€ 180</b>	<b>€ 180</b>	-	-	<b>€ 180</b>	-	<b>€ 180</b>	<b>€ 180</b>

all rates plus VAT. Agency commission is granted; Minimum booking volume € 1,500 gross

# Podcasts (booking of individual shows)



								
Frequency of publication	every 14 days	every 14 days Wednesday	every Monday	Monday, Wednesday, Friday	every 14 days Friday	every 14 days Sunday	every 14 days Wednesday	every Thursday
Calls in the first 4 weeks	5,000	11,000	5,000	10,000 per week	approx. 3,500	approx. 900	approx. 1,300	20,000
Length of the sequence	approx. 60 min.	30-45 min.	40-60 min.	approx. 30 min.	approx. 30 min.	approx. 40 min.	60 min.	90-120 min.
Length Integration	approx. 30 sec.	approx. 30 sec.	approx. 30 sec.	approx. 30 sec.	approx. 30 sec.	approx. 30 sec.	approx. 30 sec.	30 sec./1 minute
Integration	Pre- or Mid-Roll	Pre- or Mid-Roll	Pre- or Mid-Roll	Pre- or Mid-Roll	Pre- or Mid-Roll	Pre- or Mid-Roll	Pre- or Mid-Roll	2 spots/native
<b>CPM AdBundle</b> (Pre-Roll OR Mid-Roll OR Post-Roll)	<b>€ 125</b>	<b>€ 125</b>	<b>€ 125</b>	<b>€ 125</b>	<b>€ 125</b>	<b>€ 125</b>	<b>€ 125</b>	production
<b>CPM TandemAd</b> (Exclusively in one episode Pre-Roll AND Mid-Roll)	<b>€ 180</b>	<b>€ 180</b>	<b>€ 180</b>	<b>€ 180</b>	<b>€ 180</b>	<b>€ 180</b>	<b>€ 180</b>	<b>€ 3,000</b>

all rates plus VAT. Agency commission is granted; Minimum booking volume € 1,500 gross

# Podcast networks



	heise network	B2B		B2C		
		Decision-maker	IT security	Employer branding	Consumer	Young IT talents
<b>Reach per week</b>	<b>approx. 160,000</b>	<b>approx. 165,000</b>	<b>approx. 120,000</b>	<b>approx. 140,000</b>	<b>approx. 60,000</b>	<b>approx. 10,000</b>
<b>CPM AdBundle</b> (*Pre-Roll OR Mid-Roll OR Post-Roll)	<b>€ 90</b>	<b>€ 105</b>		<b>€ 70</b>		
<b>CPM TandemAd</b> (* Exclusively in one episode Pre-Roll AND Mid-Roll)	<b>€ 115</b>	<b>€ 135</b>		<b>€ 80</b>		

\* Only post-rolls are possible for our snackable podcasts kurz informiert and KI-Update. However, these sponsorships are exclusive!

all rates plus VAT. Agency commission is granted; Minimum booking volume € 1,500 gross

# Interview-Podcast



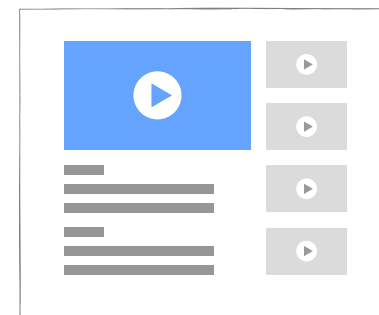
Frequency of publication	every 14 days on wednesdays
Calls	approx. 500 per episode in the first 4 weeks
Length of the sequence	approx. 25 minutes
Integration	interview partner
Mention in the podcast descriptions	yes
Advertising opportunities:	<ul style="list-style-type: none"> <li>• An employee of your company will be the interview guest of the podcast; the questions are agreed in advance</li> <li>• Suggested topics:                             <ul style="list-style-type: none"> <li>- General questions and suggestions about digitization</li> <li>- Technology trends</li> <li>- Hype topics broken down into actionable strategies</li> </ul> </li> <li>• Sponsor reference in the podcast descriptions on all platforms incl. link and short company description</li> <li>• Exclusivity as sole sponsor of an episode!</li> </ul>
<b>Rate per episode</b>	<b>€ 6,900</b>


all rates plus VAT. Agency commission is granted

# Videos

## PreRoll Ad

placed directly before high-quality editorial videos



Placement	heise.de <b>ct</b>  <b>ct</b> <i>Fotografie</i> <b>Mac&amp;i</b> <b>Make:</b>
Reach	approx. 1,5 Mio Ad imps per month
File size	max. 5 MB
Length	15 sec (unskipable) / 30 sec (skipable)
Formats	.mp4, .3gpp, .mov, .avi oder VAST redirect
CPM	<b>49 €</b>



Frequency of publication	every Friday		
Calls in the first 4 weeks	approx. 70,000		
Episode length:	10-20 minutes		
Subscribers	164,000		
Playout channels::	<a href="#">Youtube channel</a> + <a href="#">TikTok channell</a> + <a href="#">Instagram channell</a>		
Advertising options:	<table border="1"> <tr> <td> <p><b>Package S:</b></p> <ul style="list-style-type: none"> <li>• Native integration based on product information and videos with briefing, up to 30 seconds at the beginning.</li> <li>• Extension of reach with a logo integration in the reel per week and a link in the channel description (bio).</li> <li>• Particularly suitable for software products/digital solutions</li> </ul> </td> <td> <p><b>Package M:</b></p> <ul style="list-style-type: none"> <li>• Native integration + product SHOW and briefly outlined (in the background) with briefing, approx. 60 seconds at the beginning.</li> <li>• Extension of reach with a logo integration in the reel per week and a link in the channel description (bio).</li> <li>• Particularly suitable for hardware</li> </ul> </td> </tr> </table>	<p><b>Package S:</b></p> <ul style="list-style-type: none"> <li>• Native integration based on product information and videos with briefing, up to 30 seconds at the beginning.</li> <li>• Extension of reach with a logo integration in the reel per week and a link in the channel description (bio).</li> <li>• Particularly suitable for software products/digital solutions</li> </ul>	<p><b>Package M:</b></p> <ul style="list-style-type: none"> <li>• Native integration + product SHOW and briefly outlined (in the background) with briefing, approx. 60 seconds at the beginning.</li> <li>• Extension of reach with a logo integration in the reel per week and a link in the channel description (bio).</li> <li>• Particularly suitable for hardware</li> </ul>
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Production	<table border="1"> <tr> <td><b>€ 6,200</b></td> <td><b>€ 8,200</b></td> </tr> </table>	<b>€ 6,200</b>	<b>€ 8,200</b>
<b>€ 6,200</b>	<b>€ 8,200</b>		

all rates plus VAT. Agency commission is granted

# Contentmarketing

**SPONSORED ARTICLE**

**CONTENT HUB**

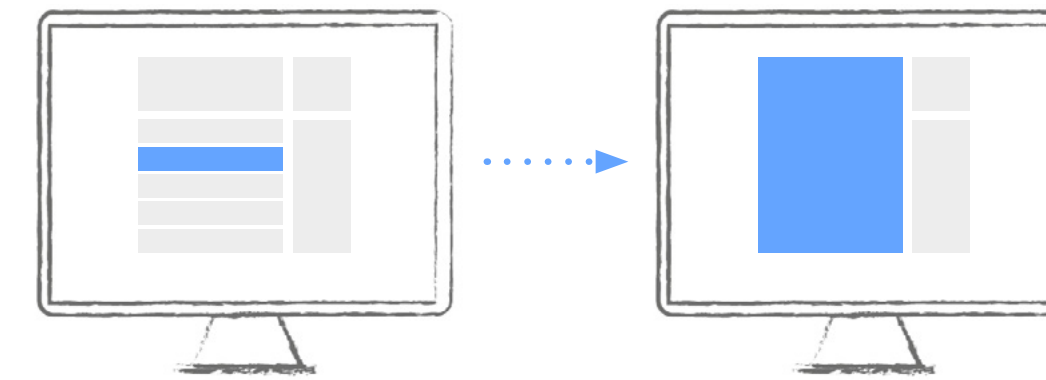


# Sponsored Article

	Small	Medium	Large
Duration	4 weeks	4 weeks	4 weeks
Content page	1	1	1
Guaranteed calls	5,500	5,500	5,500
Content creation	-	✓	✓
Layout	✓	✓	✓
Promotion (Native Teaser, CobrandedAds)	✓	✓	✓
Programming	✓	✓	✓
SEO relevance	✓	✓	✓
Intent Data*	-	-	✓
<b>Rate</b>	<b>€ 9,900</b>	(incl. Content Creation) <b>€ 11,900</b>	(incl. Intent Data) <b>€ 13,400</b>

## Example

Advertisement in the Newsfeed



## Co-branded Ads

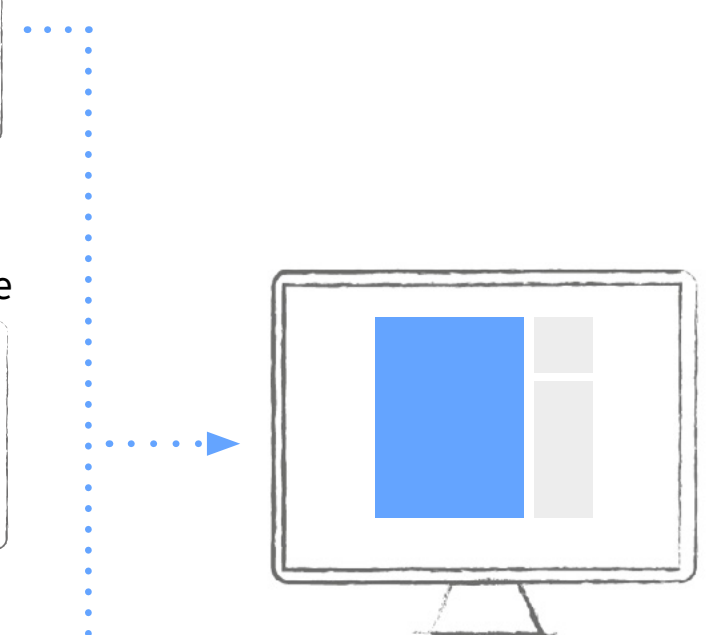
Leaderboard



Medium Rectangle



Skyscraper



\*Reporting with an overview of the companies that have viewed the sponsored article

all rates plus VAT. Agency commission is granted

# Content Hub

	Content Hub M	Content Hub Audience	Content Hub Leads
Articles from HBS	6	6	2 Lead assets and 5 articles
Duration	3 months	3 months	6 months
View guarantee	21,000 views	at least 35,000 views	at least 35,000 views
Audience	heise online Total	individually according to target group specifications	individually according to target group specifications
Content from customer	at least 5 assets	at least 5 assets	at least 4 Lead assets (gated)
Lead time	6 weeks	6 weeks	8 weeks
Project management HBS	yes	yes	yes
Lead guarantee	no	no	yes
Lead nurturing	no	no	yes (MQL, MTL, SRL)*
Quantity	no indication	no indication	at least 600 Leads
Filter	no	yes (Industry, number of employees and function)	yes (Industry, number of employees and function)
Layout/Programming	yes	yes	yes
Integration of image galleries, videos, studies, whitepapers	yes	yes	yes
SEO-Relevance	yes	yes	yes
Promotion heise online	yes	yes, incl. link in Top Navi and in Top Topics	yes, incl. link in Top Navi and in the Top Topics as well as Native teaser in Newsstream and Daily Newsletter
Stand-alone mailings	no	yes	yes
Reporting	yes	Individual performance report	Individual performance report and lead report
Rate	<b>from € 78,300</b>	<b>from € 135,000</b>	<b>from € 234,000</b>

\*MQL= Marketing Qualified Lead: 1 contact/download

\*MTL=MQL, further qualified by additional touchpoints

\*SRL=MTL plus, 3 of the following 4 criteria should be met: Authority of the ASP; need available, time horizon foreseeable; budget available.

all rates plus VAT. Agency commission is granted

# Intent Data

# Intent Data

## What is Intent Data?

Intent data is behavioral data that indicates what a company is interested in. It predicts whether a potential buyer intends to invest in your (or similar) products or solutions. This is the next level in terms of data-driven marketing and sales.

## How do we do that?

We record and evaluate various user parameters of the users on heise.de. These are based on technically necessary signals that the Internet and browser require in order to route traffic, enable html page loading, etc. We combine this information with the content used, including time and duration.

## Why is that useful to you?

With Intent data you will receive background information about a company on our websites so that you can address your target group more precisely and qualify them more quickly and reliably. This allows you to target only those companies that are looking for a product like yours or are currently gathering information about it.

Intent data provides you with a list of target customers, allowing you to optimize your target account list and keep it up to date.

	Small	Medium	Large
Number of companies per month (maximum)	1,000	1,500	2,000
<b>3 months</b> duration	<b>€ 5,247</b>	<b>€ 6,897</b>	<b>€ 8,697</b>
<b>6 months</b> duration	<b>€ 9,969</b>	<b>€ 13,104</b>	<b>€ 16,524</b>
<b>12 months</b> duration	<b>€ 18,889</b>	<b>€ 24,829</b>	<b>€ 31,309</b>

all rates plus VAT. Agency commission is granted

# LeadGen

WHITEPAPER

WEBCAST

# Whitepaper

with assets

## Cost per Lead (CPL)

### Standard Lead

### Filter and options

- ✓ **First and last name**
- ✓ **eMail address** (private/company internal)
- ✓ **Job title** (Pupils, apprentices, students, unemployed & pensioners are filtered out free of charge)
- ✓ **Name of the company** (before campaign start exclusion of max. 10 companies possible, free of charge)
- ✓ **Company size**
- ✓ **Division**
- ✓ **Branch**
- ✓ **Postcode & Country**
- ✓ **Phone number**

**€ 100 per Lead**

<b>Company size</b>	
Company size 50+	€ 15
Company size 100+	€ 20
Company size 250+	€ 25
Company size 500+	€ 30
Company size 1000+	€ 45
<b>business division:</b>	
IT only	€ 15
Non-IT only	€ 15
<b>Industry</b>	
no consultants	€ 15
no authorities	€ 15
no VARs/resellers	€ 15
<b>Job title:</b>	
ITDM only (incl. IT experts)	€ 15
Manager only (incl. C-level)	€ 45
<b>Country</b>	
only Germany	€ 15
<b>Questions</b>	
one additional question, all answers count as a lead	€ 15



without assets

## Content creation incl. leadgen

### Package S

- € 4,900 Content creation
  - 20 Standard leads á € 100
- € 6,900**

### Package M

- € 4,900 Content creation
  - 40 Standard leads á € 100
- € 8,900**

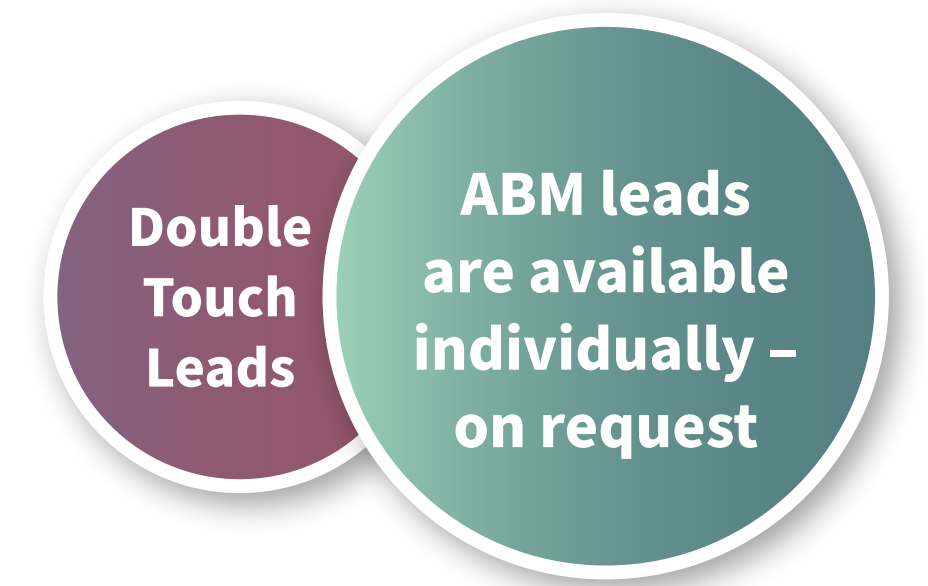
### Package L

- € 4,900 Content creation
  - 60 Standard leads á € 100
- € 10,900**

## Account Based Marketing-Lead:

- Leads according to MQL standard
- Qualified on the basis of a previously defined target account list.

**Rate on request  
(from 150 € CPL)**



# Webcasts

	S	M	L	XL
Format	Video	Video	Video	Video
Production site	Remote	Remote	Studio or Remote	Studio or Remote
Number of speakers	max. 1	max. 2	max. 3	max. 3
Company speaker visible	yes	yes	yes	yes
Length	60 minutes	60 minutes	60 minutes	60 minutes
Moderation HBS	yes	yes	yes	yes
Lead guarantee	no	yes	yes	yes
Quantity	all generated leads	85	115	150
Desktop sharing	yes	yes	yes	yes
Filter	no	no	no	yes (Industry, number of employees and function)
Promotion heise online	yes	yes	yes	yes
Surveys	yes	yes	yes	yes
Participant questions	yes	yes	yes	yes
Intent Data (Reporting with an overview of the companies that have visited the landing page)	no	no	yes	yes
On-demand promotion	no	until all leads are reached (max. 3 months)	until all leads are reached (max. 3 months)	until all leads are reached (max. 3 months)
Reporting	PDF report	PDF report	PDF report	PDF report
<b>Rate</b>	<b>from € 10,900</b>	<b>from € 16,900</b>	<b>from € 25,400</b>	<b>from € 33,400</b>

all rates plus VAT. Agency commission is granted

# Traffic Push

**NATIVE POST/UsAD**  
**SOCIAL MEDIA**



# Native Post / usAd

**Gesponserter Link** **Native Post**  
Logo or graphic: 360x220 px  
Icon: 32x32 px

- Reach and credibility of the heart of heise online - the news ticker - 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



**Homepage inkl. Newsticker**  
duration approx. 3 weeks **€ 5,592**

CPC **€ 6,99**  
not discountable at least 800 Clicks

**Unblockable Super Ad** **Medium Rectangle**  
300x250 px

- On the acceptable ad list of Ad Block Plus
- Static 300x250px is not blocked by default and also reaches users with activated Ad Blocker
- Requires control via the editorial CMS, so the clicks cannot be delivered evenly over the campaign period and the clicks may be reached (long) before the end of the campaign.
- The campaign is fulfilled as soon as the number of clicks has been delivered. As a special form of advertising, the usAd cannot be tracked using standard tools (such as Google Analytics). Therefore, there may be significant counting differences. Heise reporting is authoritative for billing.



**Homepage**  
CPC **€ 5,99**  
not discountable at least 1,000 Clicks

all rates plus VAT. Agency commission is granted

# Social Media

## heise online

- Your advertisement will only be played in the heise online audience. That means users who actively follow heise online on Facebook and Instagram.
- Advantage:** You can reach the heise online user in a private usage situation and thus set a new touchpoint within the customer journey.

### Package 1

Duration: 2 weeks  
Clicks: 500 **€ 1,990**

### Package 2

Duration: 4 weeks  
Clicks: 1,000 **€ 3,990**

### Package 3

Duration: 6 weeks  
Clicks: 2,000 **€ 6,990**

## heise online **inkl. LinkedIn**

- Your ad will only be played in the audience of heise online. That is, users who actively follow heise online on Facebook, Instagram and LinkedIn.
- Advantage:** You reach the heise online user in a different usage session (both private and professional) and thus set another touchpoint within the customer journey.

### Package S

Duration: 2 weeks  
Clicks: 600 **€ 4,690**

### Package M

Duration: 4 weeks  
Clicks: 1,200 **€ 8,090**

### Package L

Duration: 6 weeks  
Clicks: 2,400 **€ 14,690**

## Tech Specs

### Image display

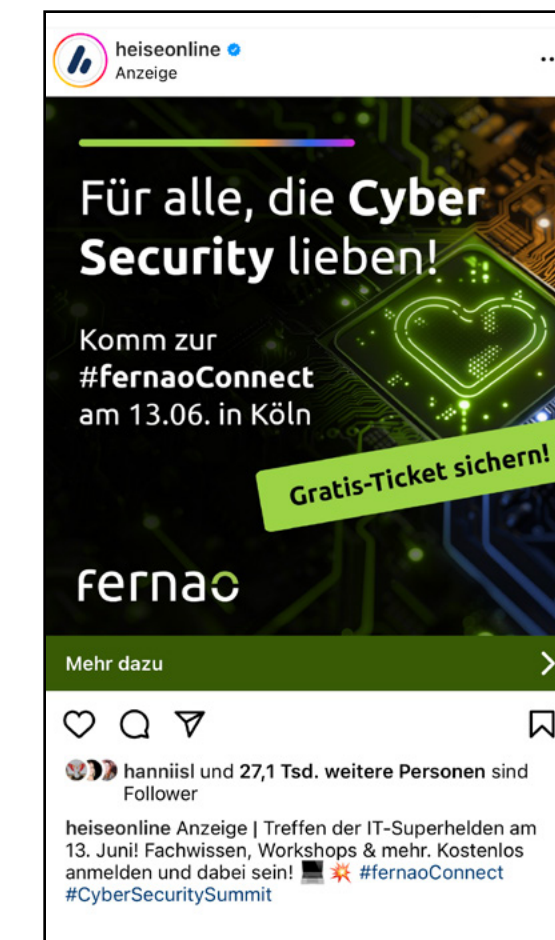


Image dimensions: 1200 x 1200 px  
Heading: 40 characters, Description: 125 characters  
URL: Click tracking / Landing page

# Employer Branding

**EMPLOYER BRANDING PACKAGES**

**HEISE JOBS**

# Employer Branding

	Package S	Package M	Package L
<b>Branding/Display</b>	<b>Wallpaper</b>  individual target group targeting, 100,000 AdImps	<b>Wallpaper</b>  individual target group targeting, 250,000 AdImps	<b>Wallpaper</b>  individual target group targeting, 250,000 AdImps
<b>Podcast</b>	<b>Podcast by choice</b> (individual according to target group)	<b>Podcast by choice</b> (individual according to target group)	<b>Podcast by choice</b> (individual according to target group)
<b>Native Post or usAD*</b>	300 clicks	500 clicks	700 clicks
<b>Sponsored Article small</b>	-	-	2,000 guaranteed views, 4 weeks
<b>Job ads Professional</b>	2 (each € 899)	4 (each € 899)	4 (each € 899) alternative offer: 2 job ads Professional and participation in an „IT-Jobtag“
<b>Rate</b>	<b>€ 6,990</b>	<b>€ 11,990</b>	<b>€ 25,990</b>

\*according to availability

all rates plus VAT. Agency commission is granted

# Job advertisements

## Job advertisements Classic

undesigned job advertisement in standard layout

Run-time 30 days	<b>€ 759</b>
Run-time 60 days	<b>€ 999</b>

## Job advertisements Professional

designed job advertisement in HTML format

Run-time 30 days	<b>€ 889</b>
Run-time 60 days	<b>€ 1,220</b>
Design of your advertisement according to your specifications	<b>€ 90</b>
each additional ad in the same layout <a href="https://jobs.heise.de/">https://jobs.heise.de/</a>	<b>€ 50</b>

## Job advertisements Premium

designed job advertisement in HTML format  
incl. ad optimization by our experts

Run-time 30 days	<b>€ 1,099</b>
Run-time 60 days	<b>€ 1,430</b>
Design of your advertisement according to your specifications	<b>€ 90</b>
each additional ad in the same layout <a href="https://jobs.heise.de/">https://jobs.heise.de/</a>	<b>€ 50</b>

**included :**

- Logo box „Top Jobs“ prominent on the homepage of heise Jobs
- Widget push in the heise online newsletter

## Job advertisements for training places/internships

Run-time 30 days	<b>€ 129</b>
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all rates plus VAT. Agency commission is granted

# Target group targeting

**FIRST PARTY HEISE+**

**ACCOUNT BASED MARKETING**

**STAND-ALONE-NEWSLETTER**

**CONTENT HUB AUDIENCE**

**INTENT DATA**

# Scale of discount

Gross volume	from € 8,000	from € 12,000	from € 25,000	from € 40,000	from € 55,000	from € 80,000	from € 120,000	from € 150,000	from € 1 80,000	from € 250,000	from € 300,000
Discount	3%	5%	8%	10%	13%	15%	18%	21%	25%	30%	33%

all rates plus VAT. Agency commission is granted

# Your Contact

## The Team

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