

Information Guide

AutomatykaB2B.pl

The best professional automation website

2015



AutomatykaB2B

Portal branżowy dla automatyków

The website for automation engineers

is a customer-oriented service for all who are professionally engaged in automation technology

describes the latest trends in domestic and foreign automation businesses, includes the latest news about automation technology

is dedicated to engineers, managers, businessmen and scientists

is managed by Automation, Components, Application magazine editorial team

The website is not only a source of latest industry news, but also a professional platform for communication between companies operating on the market

The following services are available at AutomatykaB2B.pl:

- ◆ **CATALOG OF COMPANIES** – includes most companies on the market that are offering components and services; is divided into particular offer sections enabling the user to browse through businesses, components and services
- ◆ **CATALOG OF PRODUCTS** – the offering list of products with characteristic features and specifications
- ◆ **CATALOG OF EVENTS** – the timetable for the most important domestic and foreign events as well as for the forthcoming seminars and conferences
- ◆ **ENQUIRIES** – allow users to dispatch enquiries to all experts dealing with a given line of business
- ◆ **MULTIMEDIA** – films and presentations showing application of products, description of various technologies and applications

AutomatykaB2B.pl includes the following information:

- ◆ **MOST UP-TO-DATE BUSINESS NEWS** – the latest domestic and foreign news, reports on international events (fairs, exhibitions, presentations and conferences), the up-to-date domestic and foreign economic news
- ◆ **NEW PRODUCTS** – information on new products for electronics and automation technologies
- ◆ **REPORTS** – market reviews within a given range of products
- ◆ **TECHNOLOGY** – articles on technology, giving intriguing, clear and valuable descriptions of what is most interesting and important in automation industry
- ◆ **INTERVIEWS** – an insider view on the industry and beyond
– Editors talk to automation leading men
- ◆ **NEWSLETTER** – daily-published news bulletin containing the latest economic news, new products descriptions, market reports, articles of technical profile and interviews

Catalogue of Companies

Type of account

	Free	Premium
Company name	◆	◆
Contact details	◆	◆
Logotype		◆
Full company description		◆
Map		◆
Unlimited product presentations with photos, prices and technical description		◆
Representations		◆
Company news		◆
Description of implementations		◆
Promotions, special offers		◆
Multimedia - documents, presentations, photos, films etc.		◆
Enquiries – allow users to dispatch enquiries to all experts dealing with a given line of business		◆
Catalogue of products - allows users to publish presentation of new products		◆
Price	Free	180 days – 300 Euro net 360 days – 455 Euro net




Premium

Free



In Premium option you get login and password that enable you to update your profile 24 hours a day



All updates completed by the company are visible on the home page.

Catalogue of Companies

ADDITIONAL ACTIVITIES FOR PREMIUM ACCOUNT USERS

	Period	Net price
Company Positioning on the main page of Catalog of Companies (max 4 firms)	1 month	150 Euro
Product Positioning on the main page of Catalogue of Products (max 4 firms)	1 month	150 Euro
Product Positioning on one chosen category of Catalogue of Products	1 month	50 Euro
Company distinction in Catalog of Companies (by background)	1 month	50 Euro

**the prices are fixed*

TEXT ADVERTISEMENT ON HOMEPAGE

Type of advertisement	Details	Price for one week
Top Company	Logotyp and firm's description	120 Euro
Promoted Company	Logotyp and firm's description	50 Euro
Top Product	Photo and product's description	110 Euro
Promoted Product	Photo and product's description	110 Euro
Sponsored article	Sponsored text	400 Euro

DIRECT MAILING

Direct mailing – mailing txt or html format which is send to our newsletter's subscribers (about 11.000 e-mail addresses) The cost for one issue is 750 Euro net.

Technical requirements are accessible on the website <http://elektronikab2b.pl/reklama-elektronikab2b>



Graphic advertisement



Price list

	Type of advertisement	Size	Euro Net cost for one week	
			Home page	ROS
1	Billboard	750x100	-	120
2	Banner	468x60	-	75
3	Rectangle I	300x250	-	120
4	Rectangle II	300x250	-	90
5	Rectangle III	300x250	65	-
6	Box I	320x100	-	75
7	Box II	320x100	-	65
8	Skyscraper right	120x600	-	125
9	Skyscraper left	120x600	-	170
10	Scroller	970x75	-	140
11	Wallpaper		-	160
12	Page Peel		-	160

Adverts run in rotation – maximum 4 adverts in rotation for a single form

There is a possibility to create the advertisement according to client's requirement.

Campaign reports are available in Adocean system

MIDDLE TEXT ADVERTISING IN EDITORIAL TEXTS

there is a possibility to book adverts in editorial texts published on the website

Price list for adverts published in the 'report' and 'subject of the issue' sections

- banner 468x60 - 75 Euro net/4 weeks
- rectangle 300x250 - 75 Euro net/4 weeks

Price list for other articles

- banner 468x60 - 75 Euro net/4 weeks
- rectangle 300x250 - 75 Euro net/4 weeks

Daily newsletter

Daily newsletter, published 5 days a week, is the fastest and most effective form of reaching professionals. Current number of registered subscribers is over 11.000 users

The newsletter includes both text and graphic advertising forms

PRICES



Type of advertisement	Size	Net cost Euro	
1	BOX I	460x60	125 Euro
2	BOX II	150x210	90 Euro
3	BOX III	150x400	75 Euro
4	Company-sponsored article	-	250 Euro

Price for a single newsletter

PARTNER

This box contains company's logo, three news with photos (it may be sponsored articles, product news, business news, events invitations etc.) Cost: 300 Euro net



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