# Information Guide AutomatykaB2B.pl The best professional automation website





## The website for automation engineers

is a customeroriented 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



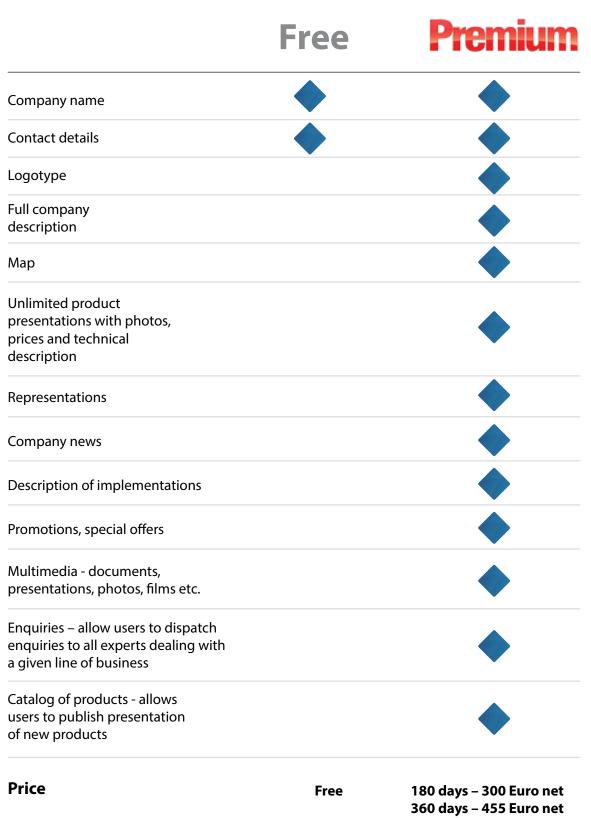
**INTERVIEWS** – an insider view on the industry and beyond – Editors talk to automation leading men



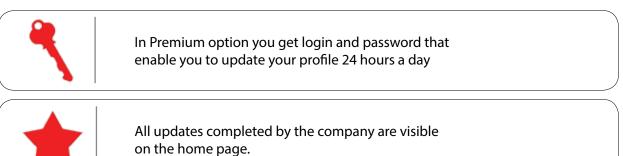
**NEWSLETTER** – daily-published news bulletin containing the latest economic news, new products descriptions, market reports, articles of technical profile and interviews

## Catalog

#### Type of account







# **Catalog 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 Catalog of Products (max 4 firms)	1 month	150 Euro
Product Positioning on one chosen category of Catalog of Products	1 month	50 Euro
Company distinction in Catalog of Companies (by background)	1 month	50 Euro

#### **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 addreses) The cost for one issue is 750 Euro net.

Technical requirements are accessible on the website http://automatykab2b.pl/media/mailing\_specyfikacja.pdf

## **Graphic advertisment**



#### **Price list**

	Type f advertisement	Size Euro	Net cost for	one week
0	radvertisement		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	-
б	Box I	320x100	-	75
7	Box II	320x100	-	65
8	Skyscrapper right	120x600	-	125
9	Skyscrapper 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 reporst 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

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## 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

1 Billboard	750x100	295 Euro
2 Billboard	750x100	235 Euro
3 Partner	-	300 Euro
4 Company-sponsored	-	250 Euro
article		
article 5 Billboard	750x100	175 Euro
	750x100 -	175 Euro 150 Euro

Price for a single newsletter

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