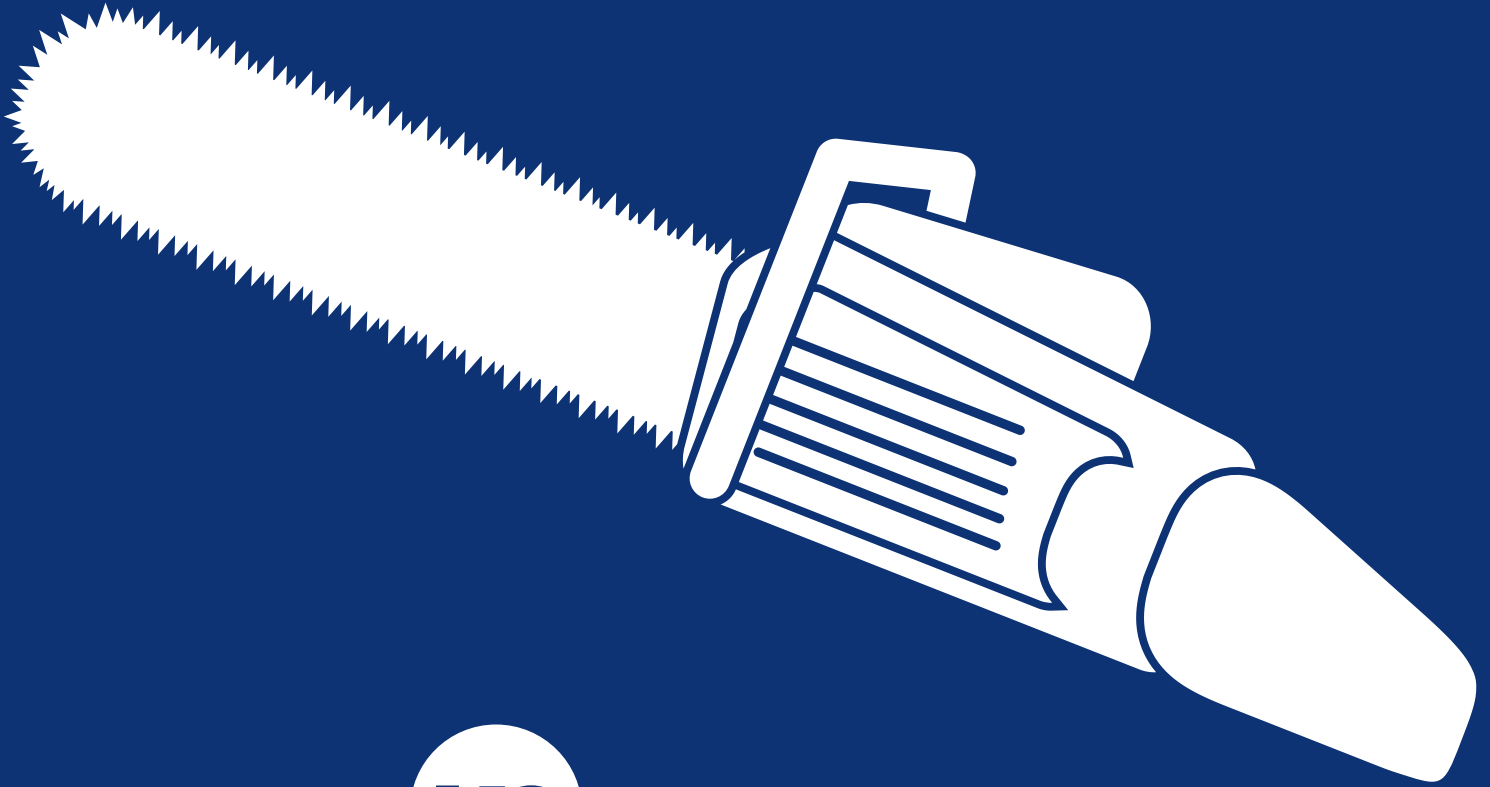


Buying a chainsaw on the internet



ke NEXT

Have you ever searched for a chainsaw - on the WEB? Your search text is quickly entered. You are presented with hundreds of thousands of hits, including purchase opportunities, tutorials and test reports. Then your neighbour lends you his chainsaw.

Cool – problem solved

The next day, your usual homepages are flooded with chainsaw banners. Builders' merchants are offering their products, manufacturers, service providers, television stations, everyone has something to say. Many days later, as the wood you have cut with the

chainsaw is burning in the fireplace, your PC is still offering you the choice of Timbersports and online trading in all aspects relating to chainsaws.

This is retargeting

You are being chased. No, that is not a bad thing. It is simply the spirit of the age. This is how advertising works nowadays. And the best thing is: Your company can also be a chaser.

Find your target group

Define who you want to reach. Look for specialists who offer you your target group. And then pursue your tar-

get group with your advertising. Nothing could be simpler.

Spread the brand name

High user figures from consumer pages offer practically unlimited opportunities. Everyone who has ever accessed the internet must put up with cookies. These cookies are your path to image building.

Control your advertising campaign

And now comes the best part. The internet is measurable. Every banner call is documented, every click is counted. Your advertising campaign is transparent.

Reaching intended target group with retargeting

- Recipients:** Users of ke NEXT.de
- Technology sections:** Drive technology, automation technology, fluid technology, hardware and software, electrical and electronic engineering, machine elements, materials and connection technology
- Special sections:** New themes every month, such as food & packaging, controllers and bus systems, seals, clutches and brakes, shipbuilding, wiring and cable guides, handling technology, electrical and electronic engineering, and much more



- Scope of services:**
- Precise approach to target group
 - Extremely extensive reach
 - Increased brand awareness
 - Enhanced image
 - Precise reach evaluation
 - Control of advertising investment
 - No scatter losses
 - High consulting service
- Implementation:**
- Select target section
 - Select volume and period
 - Deliver banner

Our service provider delivers your banners to the consumer pages visited by the selected users depending on the banner space currently available

- Banneranlieferung:**
- Skyscraper – 160 x 600 pixel
 - Leaderboard – 728 x 90 pixel
 - Billboard – 800 x 250 pixel
 - Content-Ad – 300 x 250 pixel

Prices:

50,000 ad impressions	5,250.00 EUR = CPM price 105.00 EUR
100,000 ad impressions	9,500.00 EUR = CPM price 95.00 EUR
150,000 ad impressions	12,000.00 EUR = CPM price 80.00 EUR

plus statutory VAT

Reach
Up to 200.000
ad impressions per month

We will be glad to advise you:



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