



### E-NEWSLETTER

price per placement

<b>E-BLAST</b>	Your HTML to our database <i>We can design these for you at an additional cost!</i>	€1.500
<b>PRODUCT OF THE MONTH*</b>	Your product highlighted for one month	€950
<b>PRODUCT OF THE WEEK</b>	Your product highlighted	€350
<b>VIDEO</b>	Your video highlighted as opening item	€600
<b>TOP BANNER</b>	648 x 80 pixels (w x h)	€500
<b>MID BANNER</b>	648 x 80 pixels (w x h)	€400
<b>ADVERTORIAL</b>	400 characters (incl. spaces and image)	€500

\* The product for the month will be highlighted in all e-newsletters during that month and in a frame on the homepage and relevant categories on Products4Engineers.nl.



### WEBSITE

price per month

<b>LEADERBOARD BANNER</b>	728 x 90 pixels (w x h)	€900
<b>RECTANGLE BANNER</b>	336 x 280 pixels (w x h)	€630
<b>THEME-IMAGE*</b>	785 x 271 pixels w x h)	€700
<b>SPONSORED ARTICLE</b>	450 words incl. images with a highlight on the homepage + 2x in the e-newsletter.	€950

The leaderboard and rectangle banners rotate per impression with other banners, with an average of 6.000 impressions per banner per month.

\* The theme-image will be redirected to your website or company page on P4E.nl and will be shown on the homepage or the relevant category page.



### ADVANCED TARGETED MARKETING

price

<b>REMARKETING BANNER*</b>	250 clicks, 300 x 250 pixels (w x h)	€375
<b>REMARKETING BANNER*</b>	500 clicks, 300 x 250 pixels (w x h)	€600

\* Promote your banner to the Products4Engineers target group through the Google Display Network, at which users and visitors of our platform (and/or similar groups) will be targeted based on interests and/or location. **We can design these for you at an additional cost!**



### MAGAZINE

price per placement

<b>COVER*</b>	132 X 188 mm	€2.995
<b>1/1 PAGE</b>	210 x 297 mm	€2.470
<b>1/2 PAGE</b>	189 x 129,5 mm	€1.680
<b>1/4 PAGE</b>	90 x 129,5 mm	€1.160

All sizes are w x h. In a full-page ad (210 x 297 mm) bleeds must extend at least 3mm beyond trim edge on all sides.

\* Including 1/1 page article in the magazine.

#### SPONSORED ARTICLE

1 page artikel (450 words) with images and contact details in P4E magazine. This article also will be highlighted in the e-newsletter and on the homepage for one month.

#### PRODUCT NEWS ON FRONT PAGE

70 words with image, continued with a further 70 words inside the magazine



[www.products4engineers.nl](http://www.products4engineers.nl)

## P4E PREMIUM FEATURES

Suppliers can add their products to Products4Engineers.nl for free. In addition, you have the opportunity to become **PREMIUM supplier**. A **PREMIUM supplier** account puts top-quality product exposure at your fingertips. For example, you have access to the following features:



**ADD ONLINE VIDEOS AND CASE STUDIES**



**RECEIVE ENQUIRIES DIRECTLY IN YOUR INBOX**



**MONITOR YOUR PERFORMANCE USING THE STATISTICS IN YOUR OWN DASHBOARD**



**PROMOTE YOUR VACANCIES AND EVENTS**



**ONE OF YOUR PRODUCTS WILL BE EXTRA HIGHLIGHTED IN THE ISSUES OF P4E MAGAZINE\***

\* The P4E Magazine is published twice a year in a spring issue and a autumn issue.



## HIGHLIGHTED PREMIUM PRODUCTS

In addition, you can use your dashboard to select a number of products for extra **exposure** on **Products4Engineers.nl** and in the **e-newsletters**. You can change these products whenever you like throughout the year.

### CHOOSE FROM THE FOLLOWING OPTIONS:

#### PREMIUM 5

5 products receive extra exposure all year round on P4E.nl  
5x featured product in the P4E e-newsletter  
2x featured video in the P4E e-newsletter

**€800**  
per year

#### PREMIUM 10

10 products receive extra exposure all year round on P4E.nl  
10x featured product in the P4E e-newsletter  
4x featured video in the P4E e-newsletter

**€1.200**  
per year

#### PREMIUM 15

15 products receive extra exposure all year round on P4E.nl  
15x featured product in the P4E e-newsletter  
6x featured video in the P4E e-newsletter

**€1.500**  
per year

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