Mediapack 2021

Healthcare Computing

So funktioniert die App – und so wird sie bewertet
2 Publisher’s general information

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Informationsgemeinschaft zur Feststellung der Verbreitung von Werbeträgern e.V.

■ Social Networks

Content
Efficiency Portal
Healthcare-Computing.de
Team
Lead generation
Whitepaper
Live-Webast
Classic Online Advertising
Newsletter-Advertising
Social-Media-Promotion
Online-Advertorial
Provider’s profile
Technical Specifications

Vogel IT-Medien GmbH, Augsburg is a wholly-owned subsidiary of Vogel Communications Group, Würzburg. Since 1991 the publisher releases business media for decision-makers who are in charge of production, procurement or application of information technology. In addition to print & online media the publisher also offers a wide-ranging portfolio of events. The most important publisher’s offers are IT-BUSINESS, eGovernment Computing, Healthcare Computing, BigData-Insider.de, Blockchain-Insider.de, CloudComputing-Insider.de, DataCenter-Insider.de, Dev-Insider.de, IP-Insider.de, Security-Insider.de and Storage-Insider.de.
Healthcare Computing

Healthcare Computing focuses entirely on digitalization in healthcare and informs IT decision-makers in clinics and doctor's surgeries, in politics and research comprehensively about all relevant professional developments with regards to digitalization. The portal provides a reliable overview of current technologies, initiatives, trends and guidelines.

In addition, Healthcare Computing informs about new products, delivers tried-and-tested solutions and contains relevant suggestions for IT procurement. Healthcare Computing is therefore the first choice of information when it comes to procuring IT products and solutions and to be up-to-date with the latest.

Topics

- Digital Health
- Hospital
- Data protection
- Politics
- Doctor's surgery
- Research
- Apps
- Szene
- Media center

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Lead-Generation

An Healthcare-Computing.de information is transformed into relevant special interest knowledge. Every portal is a turning point where IT business partners meet.

Hier zählt nur der relevante Content

The Business Efficiency Portal is an open information platform on the internet, focusing on topics in the public sector. In a highly qualified editorial environment, you present your know how, your business activities and marketing messages. Healthcare users find worthy information for their professional demands: precise, fast, structured.

Qualified lead generation

To call off this valuable information (e.g. whitepapers & webcasts) the users registration is mandatory. That’s how you are able to follow up who exactly gets access to your provided information.

Thus you receive valuable knowledge about the reader and start into a direct dialogue afterwards.
Whitepaper

You will reach a high success rate, if your potential customer perceives you as a future orientated and technically competent supplier of solutions.

**Whitepaper Premium-Package**

- 3 months hosting
- Teasertext and assignment to 5 keywords
- Promotionbox on starter page
- Highlighted announcement in the newsletters
- Listing in the whitepaper database
- Support of lead generation via banner advertisement on website
- Reporting (generated leads inclusive)

**Rate 5.900,–**

All rates are quoted in € excl. VAT
Live-Webcast

With Healthcare live-webcast you reach the decision-makers directly and live on their workplace and place your topic exclusively via the successfully established interactive communications platform of Healthcare-Computing.de. You contact your target group directly via internet and thus generate high attraction on your information within an interested auditorium.

**Live-Webast**
- Duration of conference: approx. 1 hour + 15 min. soundcheck
- Introduction to theme
- Possibility of a live demo/video

**Administration & Services**
- Introduction of your specialized speaker
- Integration of a survey in your presentation incl. reporting
- Recording and supply as on demand webcast on Healthcare-Computing.de
- Reporting participants

**Promotion**
- Announcement banner on Healthcare-Computing.de and editorial newsletter
- E-mail invitation to registered users and newsletter recipients
- Reminder email approx. 15 min. before the conference starts
- Announcement on all social media channel

**Rate 6.900,—**
All rates are quoted in € excl. VAT

**Self-use license 1.000,—**

**Webast Double-Feature 3.600,— per partner**
- Two partners
- Duration of conference: 2 x 45 min. + 15 min. soundcheck
Classic Online Advertisement – Formats

Media formats: html5, jpg, png, Rich Media. Max. 100 KB.

Exclusive placements and special formats on request!

All rates are quoted in € excl. VAT

* Placement acc. to TKP are weekly fixed assigned

Skyscraper
130,- (TKP*)
(160 x 600 px)

Leaderboard
125,- (TKP*)
(728 x 90 px)

Billboard Ad
220,- (TKP*)
(960 x 250 px)

Content Ad
155,- (TKP*)
(300 x 250 px)

Half Page Ad
195,- (TKP*)
(300 x 600 px)

Wallpaper
220,- (TKP*)
above (728 x 90 px)
right (160 x 600 px)

Scroll Ad
250,- (TKP*)
(960 x 600 px)
max. 80 KB
(colours in Hexacode)

Video Ad XL
300,- (TKP*)
width 560 px
700 kbit/sec for video 128 kbit/sec for audio
mpg,wmv, avi
Healthcare Computing Update

Weekly newsletter with the latest news, tips and advice.

Placements in weekly newsletter (max. 6)

Specifications:

- Billboard ad  (630 x 250 px)
- XL-Banner   (630 x 140 px)
- Text Ad     Headline 40 characters, Text 300 characters + logo / picture 300 x 300 px

- Max. file size: 100 KB
- Media formats: gif, jpg, png (non animated)

<table>
<thead>
<tr>
<th>Placements in Weekly Newsletter</th>
<th>1 week</th>
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</thead>
<tbody>
<tr>
<td>Top-Position</td>
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<td>Medium-Position</td>
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<tr>
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<td>1.000,–</td>
</tr>
<tr>
<td>Standard-Position 1 &amp; 2</td>
<td>850,–</td>
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<td>700,–</td>
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All rates per weekly delivery are quoted in €, excl. VAT.
Social-Media-Promotion

You wish to communicate brand new topics by addressing your target group directly via modern channels?

Hence, our social media posting is the right offer for you! Make use of our social media coverage to place your advertising message specifically.

2.314 contacts – one price

<table>
<thead>
<tr>
<th>Price/Social Media Posting</th>
<th>280,– € equivalent to approx. 12 ct/contact</th>
</tr>
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</table>

Status 08/2020
Online-Advertorial

Running time one month. High coverage of your message via editorial placement.

Your benefit
- Greatest possible acceptance because of editorial look & feel
- Increased attention via relevant and informative content
- Content quality assurance with expert advice
- Cross media contents possible

Marketing-Package
- Presentation of your advertorial in „Latest articles“ on the homepage
- Naming of your advertorial in one newsletter dispatch
- Text ad banner in the newsletter for one delivery
- Banner package
- Social media

Rate 3.900,–

All rates are quoted in € excl. VAT
Provider’s profile

More range of coverage for your news:
You want to ...
... feature your events?
... continue to scatter your press releases and target to IT professionals?
... reinforce your social media activity?
... show continuous presence on our homepage and in editorial articles?
... all this with little time effort?

Rate/year 2.000,—
All rates are quoted in € excl. VAT

Action in provider’s profile exposes teaser on homepage!
Technical Specifications for Online Advertising

Data formats
HTML 5, GIF, JPG, Rich Media

Data size
Please take the stated data sizes (100 KB) into account.

Link for the Landing Page
Has to be named for every banner.

Redirect-/ Third-Party Advertising
Adserver is possible (customer’s responsibility)

Animated Banner
Please send an additional GIF file.
Use the following Click Tag:
\{getURL(_level0.clickTag, "_blank")\}

Alternative Text
You do have the possibility to integrate text on mouse over action into the banner through the alternative text. Please state the text you want to include, additionally.

Text Ads
Please send text ads for newsletters and websites by e-mail three days before publication to your account manager. Please tell us the link address, the period for the circuit, the pre-arranged placements as well as your contact person.

Animated banners for newsletter
Please note that Outlook from version 2007 on, only displays the first frame of animated GIF banners so that animations are no longer displayed.

Data Delivery
Per E-Mail:
At least three days before the start of the campaign to your account manager or to banner@vogel.de.
With reference to:
AB 1234 / eGOV / BN (Banner on website) or BNL (Banner in newsletter) / customer

Via the Vogel-Customer center:
Here you can – in real time - upload and administer your data yourself and control the success of your campaigns.

https://customer.vogel.de
You will receive your personal password as soon as your order has come in. For further questions, please contact your account manager.
MEHR ERFOLG FÜR IHR B2B-MARKETING