

Mediapack

2023



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D-86157 Augsburg
Tel. 0821 2177-0
www.vogel.de
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■ eGovernment Computing

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Informationsgemeinschaft zur Feststellung der
Verbreitung von Werbeträgern e.V.



International Federation of the Periodical Press

■ Social Networks



The eGovernment Media

An integrated cross media concept for successful marketing in the public sector

With the media concept of eGovernment Computing you can effectively reach the decision-makers in the public sector in the main phases of the decision process through all media:

Print – Strategy

Online – Research

Event – Face-to-face contact

Service – Contacts



This flexible concept allows you to accomplish your specific marketing goals successfully and in a measurable way. You receive the best support possible from a professional and service-oriented consulting team.

The Media sections



- **The business journal eGovernment Computing** assures a reliable and thorough overview about current technologies, initiatives, political trends and law issues which are relevant for the investment issues of this target group. It offers proven practical solutions and contains important information and advertisements for IT-procurement in the public sector.
- **The internet platform eGovernment-Computing.de** shows all important information that must be online available for the responsible IT person in the public sector ad hoc and with high quality: news, whitepapers, webcasts and case studies as well as a complete vendor databank.



The **Vogel IT Academy** organizes the **»eGovernment Summit«** every year, at which personally invited, top-class eGovernment and administration experts at federal and state level exchange views on current eGovernment challenges and solutions on a small scale. All topics & Dates are presented by: <https://www.vogelitakademie.de/>

At the **»eGovernment Kommunal Virtual Conference 2023 «**, IT and digitization decision-makers from municipal administrations will discuss possible solutions for successful digitization and cooperation in the federal system with experts from business and politics.

The **»DigitalPakt Schule Virtual Conference 2023 «** offers decision-makers in the education and school system as well as providers the ideal platform to exchange views on the numerous challenges but also opportunities in the digitization of the school system.

The fitting advertising format for each target

eGovernment Computing offers tailor-made campaign planning with high coverage, certified quality (IVW) and integrated lead generation. To reach your communication goals, eGovernment Computing takes hold of an extensive portfolio of crossmedia communication formats (print, online, event, service). You benefit from a perfect mixture of innovative and established communication formats (examples see diagram)

Your selected communication targets	PRINT					ONLINE								EVENT			SERVICE		
	Advertisement editorial section	Advertorial	Advertisement Market	Loose and bound inserts	Special forms of advertising	Classic Online Advertisement (Banner)	Social-Networks	Content Sponsoring	Webcast – Studio (eGovernment Briefing)	Webcast – Live	Whitepaper	Special Zone	Company profile in company database	Newsletter advertisement	Event sponsoring	Corporate Event	Online congress	Corporate Publishing	Service (market research, direct marketing, ...)
Image/ Brand-Awareness	●			●	●	●	●	●	●			●	●	●	●			●	●
Product & solution competence	●	●		●			●	●	●	●	●	●	●		●	●	●	●	●
Direct increase in sales	●		●	●		●						●		●				●	
Face-to-face marketing														●	●				
Lead generation									●	●	●				●	●	●		●
High qualified coverage	●	●	●	●	●	●			●	●	●	●	●	●			●	●	

● Perfectly suitable

● Well suitable

Content-Print

Profile & structure of sections

Topics & dates

Formats & rates

editorial sector

eGovernment-Special

Formats & rates

Market

IT solution guide

Inserts &

Special forms of advertising

Technical data

& data delivery

www.e-govpress.de Fachzeitschrift für die Digitalisierung der Verwaltung und Öffentliche Sicherheit ISSN 1860-2594

eGovernment

22. Jahrgang November 2022 9 € COMPUTING Nr. 06/2022 30. Nov 2022

3 Digitale Arbeitsplätze

Verantwortung und Aufgaben der IT-Verantwortlichen im Weg zur digitalen Verwaltung

11 Soziale Medien

Verantwortung und Aufgaben der IT-Verantwortlichen im Weg zur digitalen Verwaltung

17 Soziale Medien

Verantwortung und Aufgaben der IT-Verantwortlichen im Weg zur digitalen Verwaltung

SPECIAL

Die Rolle von IT-Verantwortlichen in der digitalen Verwaltung

In dieser Ausgabe

Politik & Verwaltung

4 | Mit dem Digitalisierungsprogramm wird die Arbeitsplatzsicherung in der Digitalisierung gefördert

5 | Die Bundesregierung fördert die Digitalisierung der Verwaltung

6 | Die Bundesregierung fördert die Digitalisierung der Verwaltung

7 | Die Bundesregierung fördert die Digitalisierung der Verwaltung

8 | Die Bundesregierung fördert die Digitalisierung der Verwaltung

9 | Die Bundesregierung fördert die Digitalisierung der Verwaltung

10 | Die Bundesregierung fördert die Digitalisierung der Verwaltung

IT & Innovationen

11 | Soziale Medien

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19 | Soziale Medien

20 | Soziale Medien

21 | Soziale Medien

22 | Soziale Medien

Impressum

Verlag: VOGEL

Bundesregierung fördert Open Source massiv

Die Bundesregierung hat ihr Open-Source-Engagement um 37,5 Millionen Euro aufgestockt, womit insgesamt rund 51 Millionen Euro für die Stärkung von Open Source und damit für die digitale Souveränität zur Verfügung stehen.

Die Bundesregierung hat ihr Open-Source-Engagement um 37,5 Millionen Euro aufgestockt, womit insgesamt rund 51 Millionen Euro für die Stärkung von Open Source und damit für die digitale Souveränität zur Verfügung stehen. Das Digitalisierungsprogramm 2022 sieht vor, die Digitalisierung der Verwaltung zu fördern. In diesem Zusammenhang wird die Digitalisierung der Verwaltung gefördert. Die Bundesregierung hat ihr Open-Source-Engagement um 37,5 Millionen Euro aufgestockt, womit insgesamt rund 51 Millionen Euro für die Stärkung von Open Source und damit für die digitale Souveränität zur Verfügung stehen.



Peter Ganten, Vorstandsvorsitzender der ODS

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Kurz gemeldet

Mehr Geld für IT

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The trade magazine for administration digitalization and public safety

Print

eGovernment-Computing.de – tailor made for IT & eGovernment decision makers



eGovernment Computing informs IT and eGovernment decision makers in confederation, federal authorities and communes and in public authorities about all specific relevant areas of digital data processing in the public sector.

The publication gives a reliable and complete overview over the latest technologies, initiatives, trends and specifications which are relevant for investment of this target group.

eGovernment Computing informs in an extensive, objective and newsworthy way about products. It presents proven and tested solutions and contains important information and announcements for IT procurement in the public sector. These are advantages that reflect the high readers' acceptance of the title.

This unique, tailor-made editorial offer combined with a high quality readership turns

eGovernment Computing into a top title in the public sector of eGovernment

Conclusion:

eGovernment Computing is the choice publication regarding procurement of IT products and services in the public sector.

Sections & Headings

The reports in eGovernment Computing focus on the following sections:

Politics & Administration

- Federal authorities
- State authorities
- Focus on local authorities
- Management sciences
- Laws & directives



Practice & Innovation

- Market & trends
- Technique & Service provider
- Best practices
- Healthcare
- Events
- Focus on local authorities
- Public Security



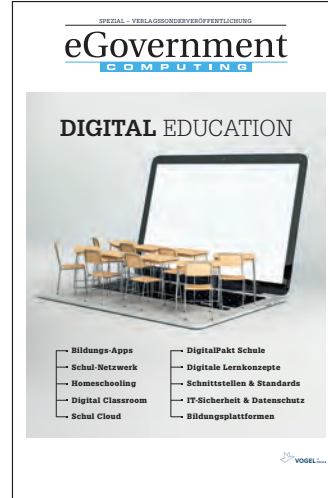
eGovernment Special

Every month eGovernment Computing picks out one special IT topic in the public sector for a special publication.

The top topics 2023

- Municipal eGovernment
- Cloud & IT infrastructure
- eHealth
- IT & eGovernment consulting & application
- Digital education
- Open source
- E-file, document & output management
- Public IT-Security & Cyber Crime Protection
- Smart Cities / smart country
- Data management & analysis
- Best Practice

Please note topics & dates on page 9
Please note rates on page 11



Audience structure

Sector	
Local-/town-/local government/schools	26%
Public authorities (large-scale operations)	24%
eHealth (hospitals/health funds /health authority)	17%
System houses / manufacturers / agencies	7%
Building authorities	5%
Court of justice (all levels)	4%
Municipal utilities	3%
Employment agency	3%
Colleges/universities	2%
Finance office	2%
Unions/associations	2%
Computer center	1,5%
Ministries	1%
Other	2,5%

Source: Readers data base analysis eGovernment Computing, October 2022

Cross-Media campaign coverage

Print	
Readers/Issue*	33,331
Online	
Page Impressions**	74,193
Newsletter recipients eGovernment Computing	12,636
Social Networks (Members)	
Twitter-Follower	5,901
Xing-News	3,317
Facebook-Fans	1,717
LinkedIn	1,183

* distributed circulation x LPA 3,2; ** Source: IVW 2022-10

Issues	DP	ADD	DDP	eGovernment Special	Fairs & Exhibitions
# 02/23	30/01	16/01	20/01	Municipal eGovernment	
# 03/23	27/02	13/02	17/02	Cloud & IT infrastructure	
# 04/23	27/03	13/03	17/03	eHealth	25/04 – 27/04 DMEA; Berlin
# 05/23	24/04	11/04	14/04	IT & eGovernment consulting	23/05 – 25/05 Learntec; Karlsruhe
# 06/23	30/05	15/05	19/05	Administration management & application	12/06 – 13/06 E-Rechnungsgipfel; Berlin 14/06 – 15/06 eGovernment Summit 2023 19/06 – 21/06 Zukunftskongress; Berlin
# 07/23	26/06	12/06	16/06	Digital education	
# 08/23	24/07	10/07	14/07	Open source	
# 09/23	29/08	14/08	18/08	E-file, document & output management	
# 10/23	25/09	11/09	15/09	Public IT-Security & Cyber Crime Protection	eGovernment Awards 2023 18/10 – 19/10 Kommunale, Nürnberg 10/10 – 12/10 Intergeo 25/10 – 27/10 it-sa, Nürnberg
# 11/22	24/10	10/10	14/10	Smart Cities / smart country	07/11 – 09/11 Smart Country Convention; Berlin
# 12/23	20/11	06/11	10/11	Data management & analysis	
# 01/24	18/12	04/11	08/12	Best practice	

DP = Date of publication
ADD Advertising delivery date
DDP = Delivery date for printing data

All topics and dates to change without notice. Please find our current event notes on www.egeovernment-computing.de

eGovernment Computing MediaUpdate
Do you want to be informed regularly about current media offers and dates of publication of the latest focal points and special publications? Order today the free of charge **media-newsletter eGovernment Computing:**
harald.czelnai@vogel.de



Your marketing benefit:

- ✓ Image & Brand Awareness
- ✓ Product & solution competence
- ✓ Direct increase in sales
- ✓ High qualified coverage

Classic advertising formats

Newspaper format:
310 x 470 mm

Type area:
280 x 440 mm

Please note:

Please deliver full-page ads in format 310 x 470 mm including a framed 15mm trim.

Trimmed-sized formats are not applicable!



1/1 page
280 x 440 mm



A4 page
210 x 297 mm



1/2 page horizontal
280 x 220 mm

1/2 page vertical
140 x 440 mm

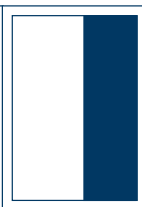
Special ad formats on request

Suitable advertisements are also available in advertorial format.

Please ask your account manager!



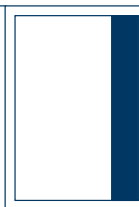
2/5 page horizontal
280 x 176 mm



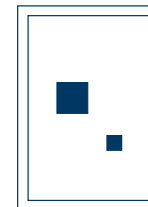
2/5 page vertical
109 x 440 mm



1/5 page horizontal
280 x 88 mm



1/5 page vertical
52 x 440 mm



Isolated ads
Focus on local authorities
large 100 x 100 mm
small 50 x 50 mm

Rates editorial section

Format		Basic price
adveadvertisement 4c	1/1 page	8,900
	A4 page	6,400
	1/2 page	6,000
	2/5 page	4,100
	1/5 page	2,900
	Isolated ads	large
Focus on local authorities	klein	1,000

Special Placement		Basic price
4c	U4 / U2 (1. - 3. book)	10,300
	Section Starter	4,600

The stated reductions of basic price are valid for commissioning during one year.
All prices are quoted in € excl. VAT.

Discounts

Quantity Discount – Whole page formats	
3 pages	5%
6 pages	10%
9 pages	15%
12 pages	18%
18 pages	20%

Series Discount – Page proportionately formats	
from 3 x	3%
from 6 x	5%
from 9 x	10%
from 12 x	15%
from 18 x	18%

Special publication eGovernment Spezial

Monthly e-Government Computing focusses on a special subject out of the IT in the public sector (please see our issue planer on page 9).

The subject ties with a separate title page up to the second section Practice & Innovation:

This is where you present your solution competence in due form of a technical paper or case study, a product presentation or interview. The contents of this special publication are subject to costs but the prices differ from the regular fees..

Please note:

You can also place an advertisement in this third sector, but they do not show up in the online version. Image & online permissions must belong to the client!

eGovernment SPEZIAL		Prize
4c	Starter advert/advertorial 280 x 323mm/approx. 6.000 signs without blanks & 1 picture*	7,500
	1/1 page approx. 280 x 410 mm, approx. 8.800 signs without blanks & 1 picture*	5,500
	1/2 page approx. 280 x 195mm, approx. 3.200 signs without blanks & 1 picture*	3,200
	1/3 page approx. 280 x 127 mm, approx. 2.000 signs without blanks & 1 picture*	2,300

* These specifications are average values. The text quantity is reduced according to the amount of graphics/pictures. More details are available on request.

The stated reductions of basic price are valid for commissioning during one year.

All prices are quoted in € excl. VAT.



Your advantage:
 ✓ Publication on eGovernment-Computing.de after print publication

Make your budget stretch

The eGovernment advertising part offers you a generous advertising presence in one of the biggest vertical IT markets of Germany.

This advertising part which is enclosed in the publication eGovernment Computing reaches the IT decision-makers in the public sector quickly, efficiently and easily.

Make use of the possibility to publish your offensive price and product advertisement in a striking size and designation in the public sector.

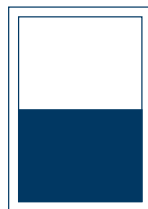
For details to technical data & data delivery please see editorial section of eGovernment Computing, page 18.



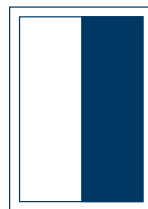
Section Starter
280 x 323 mm



1/1 page
280 x 440 mm



1/2 page horizontal
280 x 220 mm



1/2 page vertical
140 x 440 mm



Format advertising part		Basic price
4c	1/1 page	1.700,-
	1/2 page	990,-
	Coverpage (280 x 323 mm)	3.000,-
	Coverpage (backtitle) (280 x 440 mm)	3.000,-

All rates are quoted in € excl. VAT

Your marketing benefit:

- ✓ Direct increase in sales
- ✓ High qualified coverage

The up-to-date index of suppliers for the Public Sector

From consulting up to efile and DMS – this classified directory of IT providers for the public sector gives a comprehensive overview of the various product groups, so that providers can be sure of continuous presence at little Rate in their specific customers’ environment.

Profile	Services	Price/Year
Print-profile	<ul style="list-style-type: none"> • Adress, Logo (5 x 5 cm), Contacts, Short profile, Contact Persons with photo 	1,300,-
Premium-profile (page 29)	<ul style="list-style-type: none"> • Logo • Complete contact data • Extensive company's profile • Highlighted listing in database • Updates cause a highlighted listing on starter page • Management contact with photo • Product showroom with photos • Possibility of publication of further photo material • Keyword indexing to topics relevant for your company • Transmission of press releases about your company • Hosting of company's videos • Transmission of your hosted whitepapers and webinars • Publication of relevant topics in the event calendar 	2,000,-
Complete profile	<ul style="list-style-type: none"> • Print- & Premium profile 	2,900,-

All rates are quoted in € excl. VAT

eGovernment
COMPUTING
Lösungspartner
www.egovernment-computing.de/datenbanken/Print/

PDV
Mit der Lösungspartnersite VIS-Suite zählt die PDV GmbH zu den renommiertesten E-Akte-Anbietern in Deutschland. Die mit dem E-Akte-Platin-Award 2016, 2017, 2018 und 2019 ausgezeichnete Produktfamilie hält Module gemäß dem Organisationskonzept E-Verwaltung bereit und ist in Bundesländer-, Landes- und Kommunalverwaltungen sowie im kirchlichen Umfeld, in der Polizei und in der Justiz erfolgreich im Einsatz. Das standardbasierte System erlaubt eine schnelle und allein vorteilhafte Umsetzung der E-Verwaltung.

PDV GmbH
Hainbergstraße 73
89097 Kempten
Tel. +49 361 4407 100
Fax. +49 361 4407 299
info@pdv.de

Sample Print

Enclosures

Printed matter (e.g. sheets, cards, mailing leaflets) which are enclosed with carrier publication.

Min. format	105 x 210 mm
Max. format	225 x 300 mm
Space booked	Total circulation
Sample	4 x on placement of order
Price	Up to 25 g/copy. 300 per thousand For each additional 10 g/copy 30 per thousand (incl. postage) Reduced number of loose inserts: 250 raise

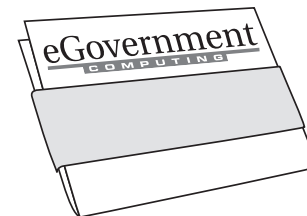
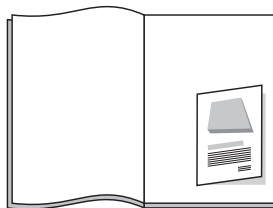


Your marketing benefit:

- ✓ Image & Brand Awareness
- ✓ Product & solution competence
- ✓ Direct increase in sales
- ✓ High qualified coverage

Special forms of advertising like affixed printed matters and Belly band

In case of any questions to special advertisements or the various placements in eGovernment Computing please ask your Account Manager.



Technical Data

Formats/printing method

Newspaper format:

310 mm x 470 mm

Format of printing area:

280 mm x 440 mm

Printing method:

Rotary offset

Creation printing block:

CtP (Computer-to-plate)

Paper:Graphomatt, 60 g/m²**Screen count:**

60 l/cm

Max. area coverage (UCR):

The max. total sum of the four colours may not exceed 250%.

Colour space

A color scale for the CMYK four-color model in cyan, magenta yellow and black standardized in Europe is carried out for offset printing. Spot colors on the cover are available on request.

Please use the colour profile:

PSO_LWC_Standard_eci.icc

Proof

Please supply a binding proof of your ad. It should be produced in the reproduction format of the data carrier and comply with the specifications. The paper of the print proof should correspond the paper the ad will be printed on.

Four-colour ads

Please note restriction to Euro scale colours

Magenta + Yellow + Cyan + Black

The tolerance range of the printing method may result in slight tonal variations.

Technical Data

■ By file transfer

1. Label the file/folder as follows:

eGOV_Client_Issue (Example: eGOV_IBM_0921)

2. Transmission of data

- via E-Mail dispo@vogel.de
- via FTP 193.158.250.101
Login: ftpuser
Password: vit

■ Data formats

Please send print optimized PDF files or open MAC or PC files in current layout or illustration software.

■ By Mail

Please send your data files (CD-ROM/DVD) including file name, sender's details and binding press proof to:

Vogel IT-Medien GmbH
Anzeigendisposition eGovernment Computing
Max-Josef-Metzger-Str. 21
D-86156 Augsburg



Content-Online

Efficiency Portal

eGovernment-Computing.de

Classic Online Advertising

Online-Advertorial

Newsletter-Advertising

Keyword-Advertising

Social-Media-Promotion

Provider's profile

Whitepaper

Webcast

Podcast

Videoproduction

Technical Specifications

www.eGovernment-Computing.de

Online

eGovernment-Computing.de – Online advertising from classic to multimedia



eGovernment-Computing.de is the prevailing internet presence with tailor made services for IT & eGovernment decision maker in public authorities of Germany and Europe. It provides an extensive web site with high efficiency regarding all aspects and developments of eGovernment.

eGovernment-Computing.de is written by the editorial department of the leading specialised publication eGovernment Computing and offers a reliable and complete overview of current technologies, initiatives, trends and specifications relevant for the domain of investment of this target group.

eGovernment-Computing.de provides advertisers with innovative forms of lead generation and also the complete media portfolio of a modern and target group oriented online service. You can choose between traditional banner ads, innovative multimedia and content formats integrated in result-oriented eGovernment campaigns.

Lead Generation

Lead generation is becoming an important component for successful B2G online-marketing additionally to the standard procedures. It allows you to have direct contact with potential customers over a broad base of advertisement services, in order to support sales and strengthen your market position. We guarantee a high contact quality.



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

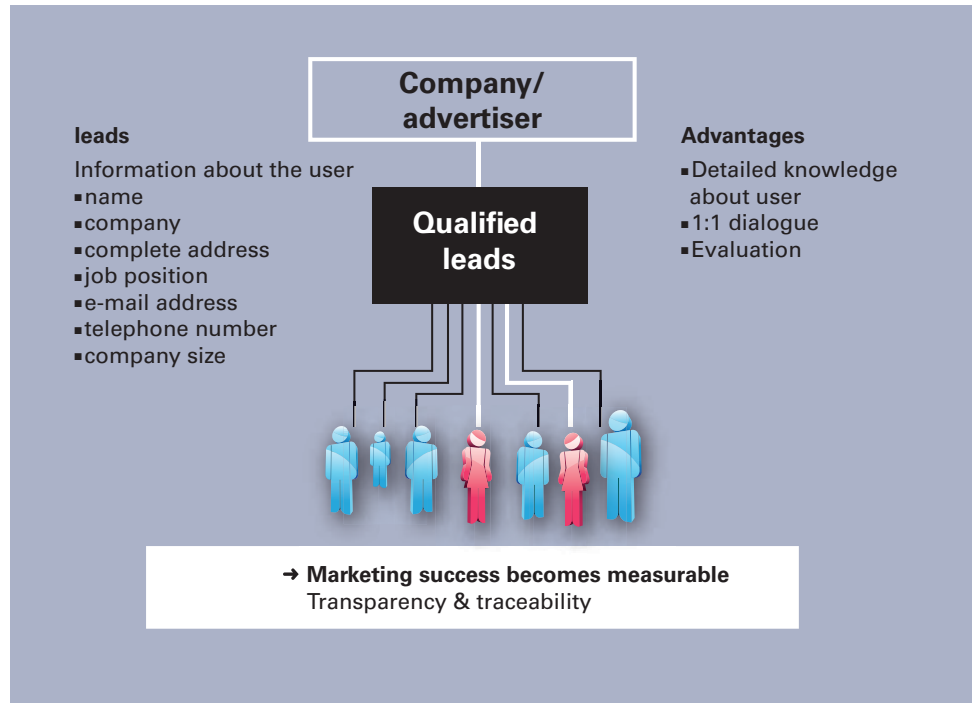
Here, Only Relevant Contents Count.

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. eGovernment 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.



Classic Online Advertisement – Formats

Leaderboard



The leaderboard is a big format banner at the top of the website. It places your advertising message prominently and offers you enough space.

- Size: 728 x 90 px

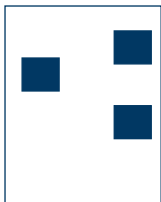
Skyscraper



The skyscraper is placed on the right hand side of the website and offers you another prominent opportunity to place your message on eGovernment-Computing.de. Optionally placed as sticky skyscraper, it scrolls down the website with the menu.

- Size: 160 x 600 px

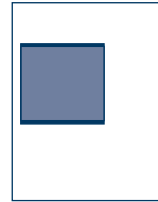
Content Ad (Rectangle) Standard/Expandable



The content ad offers you the chance to advertise “in the middle of all happenings”, thus it reaches high awareness. The content ad expandable with its expand/close buttons ensures a visually interesting design of your advert.

- Size: 300 x 250 px

Scroll Ad



The scroll ad opens and closes by scrolling through the content and thus puts your message right in the center of user attention.

- Size: 960 x 600 px
- File Size: max. 100 KB
(Please add colors in hexadecimalcode)

Media formats: HTML 5, GIF, JPG, Rich Media,
max. file size 100 KB per ad

Billboard Ad



A billboard ad is positioned directly below the horizontal navigation of a website and ranges across the entire width of the site's content.

This advertising format achieves a high level of attention due to its eye-catching position.

- Size: 960 x 250 px

Wallpaper

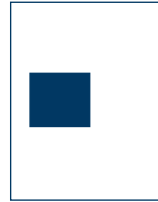


The wallpaper occupies the complete top and right advertising areas. By surface area it's the biggest and most prominent possibility to advertise on the eGovernment information portal. The hockeystick is a combination of leaderboard and skyscraper and comprises only one part of the complete advertising area.

- Size: 728 x 90 px at the top,
160 x 600 px right

Media formats: HTML 5, GIF, JPG, Rich Media,
max. file size 100 KB per ad

Video Ad XL



The video ad is a content ad, filled with your advertising film. In the middle of all happenings it reaches high awareness. Placed within the content area, you achieve the high level of attention of a motive-image advertising format.

- Size: 560 pix width
- File Size: 700 kbit/sec for video, 128 kbit/Sec, for audio
- Media formats: mpg, mpeg, wmv, avi

Half Page Ad



This large-scale advertising format is placed on the right hand side of the website and is a very prominent ad in the direct field of view of the user.

- Size: 300 x 600 px

Your marketing benefit:

- ✓ Image & Brand Awareness
- ✓ Direct increase in sales
- ✓ Qualified Lead Generation

Rates Online Advertising

Rate per CPM**	ROS	ROC
Leaderboard	125,-	135,-
Skyscraper	130,-	140,-
Content Ad	155,-	165,-
Scroll Ad	235,-	250,-
Billboard Ad	220,-	230,-
Video Ad XL	300,-	345,-
Half Page Ad	195,-	210,-
Wallpaper	220,-	235,-

Exclusive placements and special formats on request

All prices quoted in €, excl. VAT

Media formats: HTML 5, GIF, JPG, Rich Media,
max. file size 100 KB pro Element

- **ROS – Run on Site:** Ads appear on all pages of eGovernment-Computing.de
- **ROC – Run on Category:** Ad appears on all channels and subchannel pages of the specified category of eGovernment-Computing.de you choosed.

** Placement acc. to TKP are weekly fixed assigned

NEWSLETTER ANG WRITERPANEL WEBCASTS STELLENMARKT LOGIN

eGovernment

COMPUTING

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eGovernment Spezial | Integrierte Prozesse für Behörden

GESPONSERT

Digitales Dokumentenmanagement Integrierte Prozesse für Behörden

12/09/2022 |

Das Konzept der papierlosen Verwaltung umfasst weit mehr als analoge Dokumente in digitale Form zu bringen. Ein stringentes digitales Dokumenten- und Outputmanagement erfordert Dokumente, die sich maschinell auslesen und verarbeiten lassen, und zugleich deren Einbindung in automatisierte, digitale Prozesse und integrative Systeme. Nur so lassen sich Vorhaben wie E-Akte, Onlinezugangsgesetz oder XRechnung erfolgreich umsetzen.



(© Pixabay)

Thematisieren Behörden die papierlose Verwaltung, scheint oftmals bereits das Vorhandensein einzelner digitaler Seiten zufriedenzustellen. Diese können zwar digital abgespeichert und übertragen werden, bleiben aber weit hinter den Möglichkeiten zurück, die Digitalisierung heute bietet. Gescannte oder digital gedruckte Dokumente erscheinen zwar auf

Online-Advertorial	Rate/month
<ul style="list-style-type: none"> • Individual content • Teaser on the homepage in „Latest articles“. After that, long-term hosting in the respective theme channel • Running time: 1 month • Naming of your advertorial in one newsletter dispatch • Text ad banner in the newsletter for one delivery • Banner package • Social Media • Traffic-Reporting • Cross media contents possible 	5,500,-

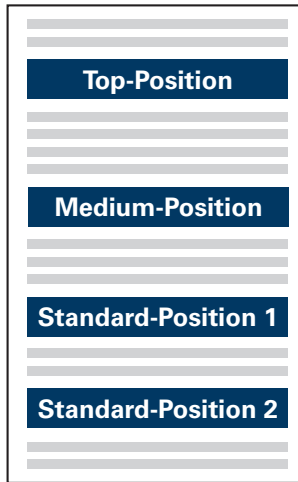
All Prices quoted in €, excl. VAT

Your marketing benefit:

- ✓ Greatest possible acceptance because of editorial look & feel
- ✓ Increased attention via relevant and informative content
- ✓ Image enhancement via positioning as a competence holder
- ✓ Content quality assurance with expert advice

Newsletter Advertising – eGovernment Computing Update

Placements in 2x weekly newsletter
(max. 6)



Please note
Static banners are most suitable for newsletter advertisement



XL-Banner & Text ad	1 time
Top-Position	2,050,-
Medium-Position	1,550,-
Standard-Position 1 & 2	1,190,-

Billboard ad	1 time
Top-Position	2,250,-
Medium-Position	1,950,-
Standard-Position 1 & 2	1,450,-

All rates per delivery are quoted in €, excl. VAT

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 (non animated)

Keyword Advertising

Place your banner on eGovernment computing editorials, that contain at least one of your 15 to 20 key terms. In advance, we check the success potential of your keywords.



Formats & rates	
Content Ad	220,-
Billboard Ad	360,-
Wallpaper	410,-
additional formats on request	

All Prices quoted in €, excl. VAT

Your marketing benefit:

- ✓ Reduction of scattering losses
- ✓ New target audiences
- ✓ Your advertising message will be delivered context sensitive

Audience Targeting

Allows a targeted display of banners on different networks.

The process

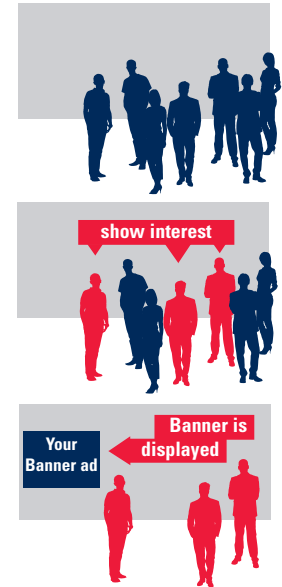
- 1 Users deal with their areas of interest on specialized website.
- 2 Users showing interest in a particular thematic area get marked.
- 3 These users in particular get your banner now displayed on the booked portal as well as on partner pages of the Google display network. That's how you reach your audience directly.

Minimum booking	30.000 AI
Rate per thousand contacts	150,-

All Prices quoted in €, excl. VAT

Your marketing benefit:

- ✓ Increased brand awareness through repeated address
- ✓ Cross-device display
- ✓ Low scattering losses, as ad is only displayed to users with suitable interest
- ✓ High new customer potential



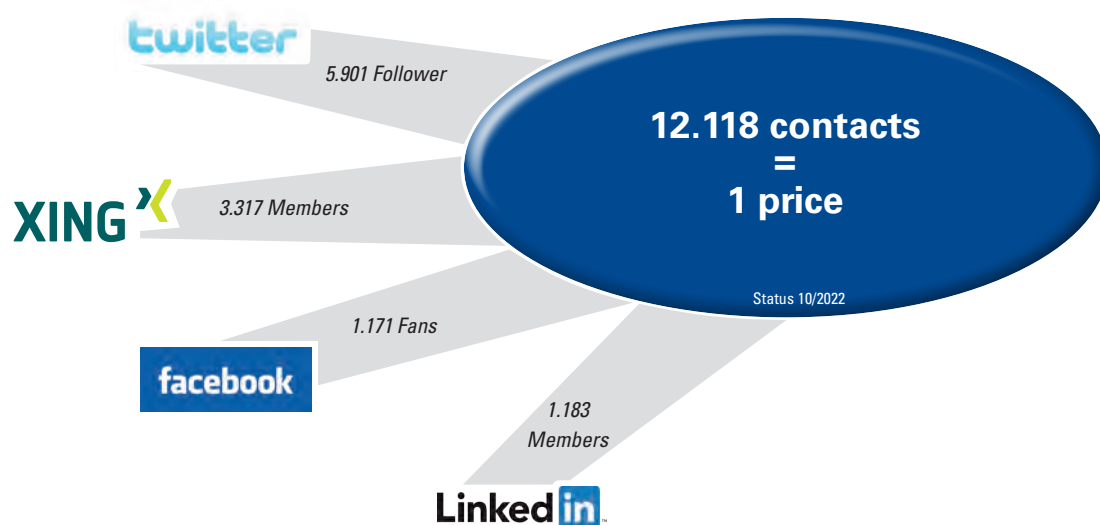
Social-Media-Promotion

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.

Price/Social Media Posting	1,450,- € equivalent to approx. 12 ct/contact
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Provider's profile

The extensive databank with pinpointed search functions offers reliable answers to the question "Who supplies what kind of solutions for eGovernment?" With your detailed provider's profile you are available with your contacts and an extensive company profile in the

IT trade at any time. In addition we support you with a basic company profile installation free of charge. Your company address is not lodged yet? Please contact your account manager.

Action in provider's profile exposes teaser on homepage

Profile	Services	Price/Year
Basic profile	<ul style="list-style-type: none"> Company address 	free
Premium profile	<ul style="list-style-type: none"> Logo & Complete contact data Extensive company's profile Highlighted listing in database Action in provider's profile exposes teaser on homepage „Neues aus der Firmendatenbank“ Management contact with photo Product showroom with photos Possibility of publication of further photo material Keyword indexing leads to relevant theme channels of your company Transmission of press releases about your company Embedding of your company videos Publication of relevant topics in the event calendar Hosting of your whitepapers and webcasts 	2,000
Print profile	Adress, Logo (5 x 5 cm), Contacts, Short profile, Contact persons with photo (see page 16)	1,300

All rates are quoted in € excl. VAT



Whitepaper



In the eGovernment-Computing whitepaper database we publish corporate brand press releases with high solution potential and efficiency for the target customers in the public sector e.g.

- Technology studies
- Presentations
- Market studies
- Case studies
- Concepts
- Best Practices

There's a basic principle for your Value Contents: The more neutral, technical and less sales orientated they are, the more likely the audience will read them.

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

eGovernment-Computing.de can use and transform all kinds of document formats like DOC, PDF and PPT into the Whitepaper format.

Whitepaper Premium-Package	Rate
<ul style="list-style-type: none"> • 3 months hosting • Teasertext • Assignment to 5 keywords • Teasertext and keywords exchangeable at all times • 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 	7,500

All rates are quoted in € excl. VAT

Your Marketing Benefit:

- ✓ Product & Solution Competence
- ✓ Lead generation
- ✓ High qualified coverage

Live-Webcast



eGovernment Live-Webcast

With eGovernment live-webcast you reach the decision-makers in the public sector directly and live on their workplace and place your topic exclusively via the successfully established interactive communications platform of eGovernment-Computing.de. You contact your target group directly via internet and thus generate high attraction on your information within an interested auditorium. Excellent feedback functions enable you to respond individually to questions and requirements of your audience.



Your Marketing Benefit:

- ✓ Product & Solution Competence
- ✓ Lead generation
- ✓ High qualified coverage

eGovernment Live-Webcast	Partnership
<ul style="list-style-type: none"> • Duration of conference: approx. 1 hour + 15 min. soundcheck <p>Promotion</p> <ul style="list-style-type: none"> • Announcing advertisement in eGovernment Computing • Announcement banner on eGovernment-Computing.de and editorial newsletter • E-mail invitation to registered users and newsletter recipients of eGovernment-Computing • Reminder email approx. 15 min. before the conference starts • Announcement on all social media channel <p>Administration & Services</p> <ul style="list-style-type: none"> • Introduction of your specialized speaker • Introduction to theme • Integration of a survey in your presentation incl. reporting • Registration website with agenda • Recording and supply as on demand webcast on eGovernment-Computing.de • Reporting participants 	8,900,-
Additional option: Self-use license	1,000,-

Webast Double-Feature	Partnership
<ul style="list-style-type: none"> • Services see eGovernment online conference • Two partners • Duration of conference: 2 x 45 min. + 15 min. soundcheck 	per partner 4,900

All rates are quoted in € excl. VAT

The podcast by eGovernment Computing on the digitization of administration

With the podcast, we offer you the opportunity to present your company to a specialist audience of the public sector in an extremely innovative and attractive way. We stream the conversation with your employee live on our social media and then publish it as an audio podcast.

In this way you can attract a lot of attention and generate a lot of interest in your topics.



Podcast	Rate
<ul style="list-style-type: none"> • Production of a live interview with one or two contact persons of your company • Streaming and hosting of the interview on eGovernment Computing’s social media platforms: <ul style="list-style-type: none"> - LinkedIn: 1.005 members - Twitter: 5.914 followers - Facebook: 1.661 fans - Youtube • Publishing of the audio-optimized recording on all major podcast platforms • Promotion of the live interview and the podcast recording with a media package over a period of four weeks consisting of: <ul style="list-style-type: none"> - Banners on the eGovernment-Computing.de website - Social media posts on the eGovernment Computing sites - Announcement in eGovernment Computing Newsletter 	<p>4.900,-</p>



All rates are quoted in € excl. VAT

Video-Features

More than half of all internet users watch regularly videos. Journalists use in large part video online services for research, support and completion of editorial contents. Videos add to build up and enlarge the autonomy and status of experts of a company. Thus videos have an enormous potential for companies to present themselves and to reach the target group. eGovernment Computing offers an extensive portfolio in this area, which ranges from complete production takeover (see box) to special formats, for which we have listed some examples below. Do you have any further questions? We are happy to help!

■ Studio recording / Executive Talk

You want to personally convince your potential customers from your products & solutions? The IT-decision makers portals offer you the recording and promotion of your presentation in form of an expert briefing. There to we professionally prepare you for the video recording of your presentation in our in-house TV studio. The expert briefing will be published and promoted on the selected website.

■ Event –TV/ fair trade video

Via our event videos with live contacts, personal meetings and face-to-face communication Vogel IT-Medien offers high quality video recordings about specialized events, conferences, congresses, workshops, seminars and specialized award grantings. (Price on request).

■ Company/ image video

Make a benefit from our long-time experience as producer of professional videos for industry communication. We design and produce a video for your company that transports your know-how and creates an added value for the image of your company. (Price on request).



eGovernment Computing Video Feature	
1. Planning & concept	
2. Storyboard	
3. Video recording	
4. Cut & postproduction	9,900,-
5. Overlay with professional speaker	
6. Print & online promotion	
Total fee	
Per additional media brand	1,500,-
Optional: Self-use license	
With your branding, e.g. for your website	1,500,-
Social Media Package	2,500,-

eGovernment Executive-Talk	
Preliminary, recording & hosting	6,000,-

All rates are quoted in € excl. VAT

Technical Specifications for Online Advertising

■ General Technical Details for Banners

Data Formats

HTML 5, GIF, JPG, Rich Media

Data size

Please take the stated data sizes (p. 22-23) into account.

Link for the Landing Page

Has to be named for every banner.

Redirect-/ Third-Party Advertising

Adserver is possible (customer's responsibility)

Flash-banner

Please send an additional GIF file.

Use the following Click tag:

on (release)

```
{  
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.

MORE SUCCESS FOR YOUR B2B-MARKETING



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