

# Mediapack 2023



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Informationsgemeinschaft zur Feststellung  
der Verbreitung von Werbeträgern e.V.

### ■ Social Networks



## Healthcare Digital

Healthcare Digital 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 re-

liable overview of current technologies, initiatives, trends and guidelines.

In addition, Healthcare Digital informs about new products, delivers tried-and-tested solutions and contains relevant suggestions for IT procurement. Healthcare Digital 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
- Politics
- Research
- Hospital
- Doctor's surgery
- Care
- Apps
- Data protection
- Scene/Dates
- Pharma/Pharmacy
- Statutory & private health insurance
- Glossary
- Media library
- Specials
- Akademy

## Content

Efficiency Portal  
Healthcare-Digital.de

Team

Lead generation

Whitepaper

Live-Webast

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Newsletter-Advertising

Social-Media-Promotion

Online-Advertorial

Provider's profile

Technical Specifications

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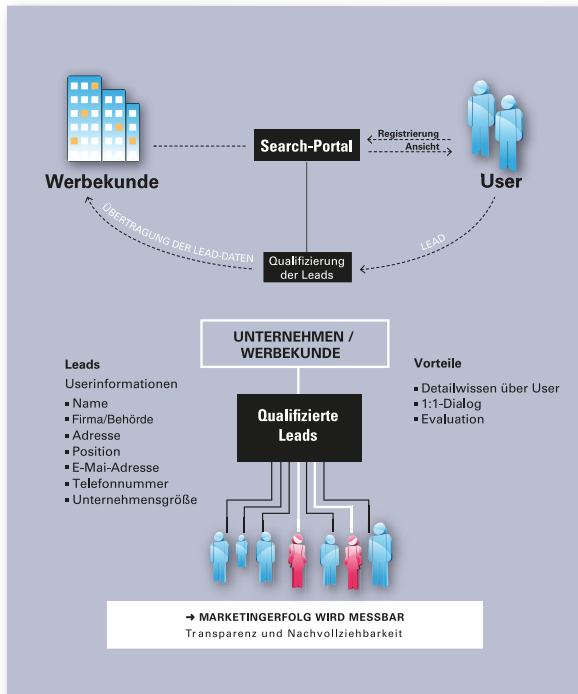
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## Lead-Generation

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

### Here only the relevant content counts

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.

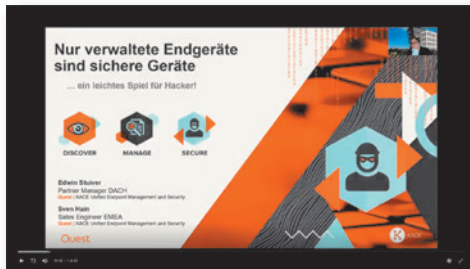
### Whitepaper Premium-Package

- 3 months hosting
- TTeasertext 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 6.900,-**

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-Digital.de. You contact your target group directly via internet and thus generate high attraction on your information within an interested auditorium.

### Live-Webcast

- 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 7.900,-

All rates are quoted in € excl. VAT

### Self-use license 1.000,-

### Webast Double-Feature 4.600,- 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



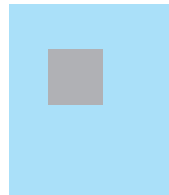
**Skyscraper**  
**130,- (TKP\*)**  
(160 x 600 px)



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



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



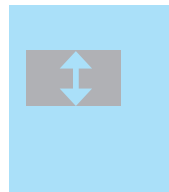
**Content Ad**  
**155,- (TKP\*)**  
(300 x 250 px)



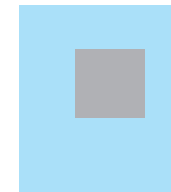
**Half Page Ad**  
**195,- (TKP\*)**  
(300 x 600 px)



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



**Scroll Ad**  
**250,- (TKP\*)**  
800 x 500 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

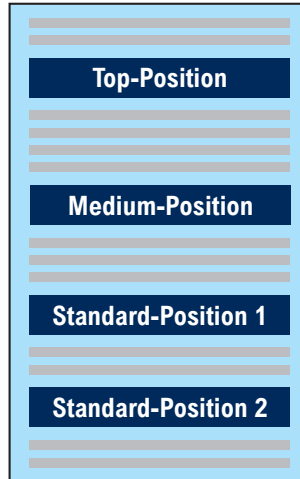




## Healthcare Digital Update

Weekly newsletter with the latest news, tips and advice.

Placements in weekly newsletter (max. 6)



### Spezifikationen:

- **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)

XL-Banner & Text-Ad	1 week
Top-Position	1.200,-
Medium-Position	900,-
Standard-Position 1 & 2	700,-

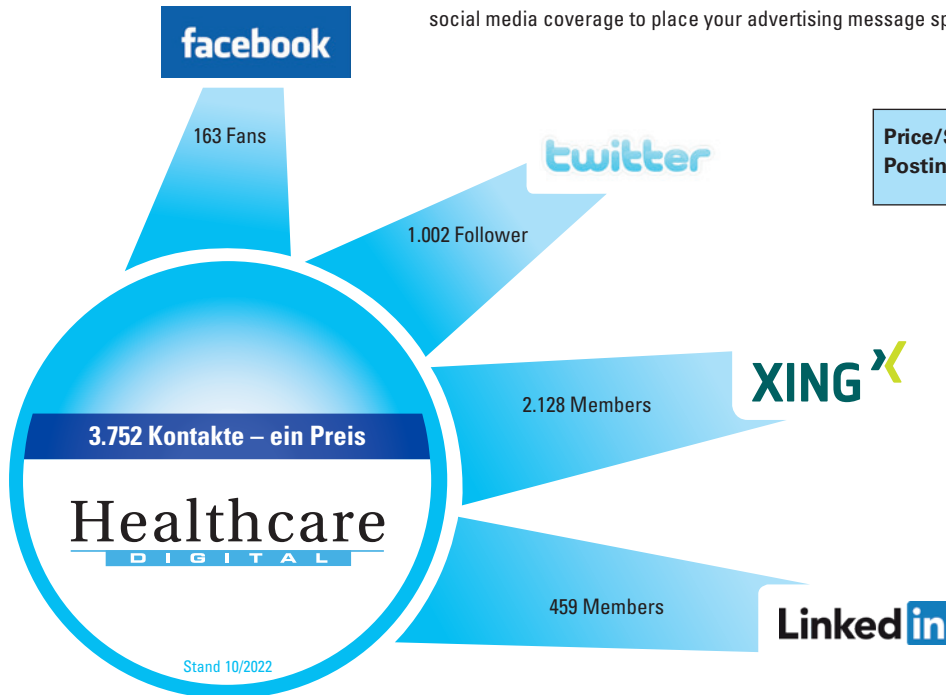
Billboard-Ad	1 week
Top-Position	1.400,-
Medium-Position	1.000,-
Standard-Position 1 & 2	850,-

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

## Social-Media-Promotion

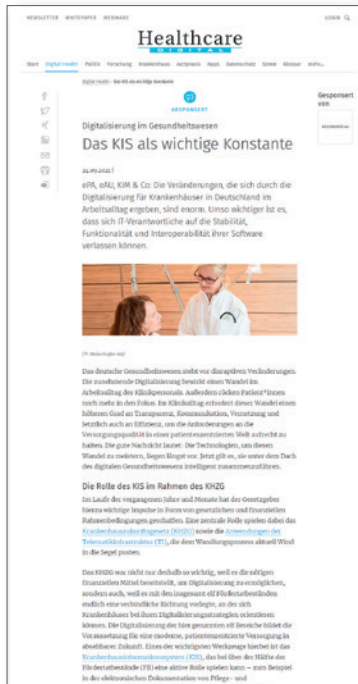
You wish to communicate brand new topics by addressing your target group directly via modern channels?

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



Price/Social Media Posting	450,- € equivalent to approx. 12 ct/ contact
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All rates are quoted in € excl. VAT



## 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 „The most important news of Healthcare Digital“
- Naming of your advertorial in one newsletter dispatch
- Text ad banner in the newsletter for one delivery
- Banner package
- Social media

## Rate 4.900,-

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!

## eHealth SUMMIT 2023

The summit meeting offers eHealth leaders and designers from (university) clinics, Healthcare companies and organizations as well as IT providers at high profile platform for constructive, intersectoral as well interprofessional exchange of experiences and opinions.

The thematic focus is on the **strategic orientation** and **practical implementation of the transformation of hospital IT**. Thus on the way to a holistic and consistent eHealth environment, there are still many questions and challenges to solve: from legal framework and regulatory requirements for the implementation of the mega-projects patient portal, digital health applications, electronic patient record and future hospital act, to the standardization and interoperability of systems.

### Termin

21./22. november 2023, BALTIC Berlin

### Zielgruppe

25-30 personally invited

- Hospital IT managers
- CxOs of private and public healthcare companies and institutions
- IT decision-makers in healthcare organizations and corporations
- IT service provider from the health sector



SINGLE	DOUBLE
€ 19.500	€ 26.500
One representative of your company on site	Two representative of your company on site

All rates are quoted in € excl. VAT

## Technical Specifications for Online Advertising

### General technical information for banners

#### 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)

#### Animierte 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](mailto:banner@vogel.de).

With reference to:

AB 1234 / HD / 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



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