



The Site for Economists

Pricing Overview

Europe & International

Valid until 31 December 2021



Questions & Enquiries

E: info@inomics.com

T: +49 30 2084712 50

Office Hours: 9 am – 6 pm CET



4 Different Levels of Visibility and Promotion

Quantity	Basic	Standard	Featured	Premium
Single Ad	€349	€649	€849	€1.249
3 – Pack	€940	€1.750	€2.290	€3.370
<i>10% Discount Eff. Price/Ad</i>	<i>€313</i>	<i>€583</i>	<i>€763</i>	<i>€1.123</i>
5 – Pack	€1.480	€2.755	€3.605	€5.305
<i>15% Discount Eff. Price/Ad</i>	<i>€296</i>	<i>€551</i>	<i>€721</i>	<i>€1.061</i>
20 - Pack	€4.535	€8.435	€11.035	€16,235
<i>35% Discount Eff. Price/Ad</i>	<i>€2.445</i>	<i>€4.545</i>	<i>€5.945</i>	<i>€8.745</i>

Prices do not include VAT. German VAT of 19% will be added to EU orders unless a valid VAT number is given. Orders from outside the EU are exempt from VAT. Prices valid until 31 December 2021.

More Info:

inomics.com/publish

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Products for customized campaigns

Product	Specifications	Price
Email Alert Ads (Text Snippet)	Including 300 characters with spaces + title + URL	€150 /E-Mail Alert Ad. €600/per Month
Geo-Targeting	Receive better visibility for specific countries in search results, on the home page and i in email alerts, in those countries	€75/ country for 3 months.
Social Media Promotion	Social media post with the logo of your institution, images, customized text and link	€150/ one-time post
Reposts	Your Announcement will be refreshed at the top of search results and incl. one more time in the E-mail Alert	Prices vary according to Ad level

More Info:

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Products for customized campaigns

Product	Specifications	Price
Display Advertising (Banners)	2 formats: vertical (600 x 1200 px) & Horizontal (1200 x 400 px). Targeting options: content, geographic, time	Starting at: €900/month
Social Media Promotion	We target your campaign based on your candidate profile and assist you with media creatives and ads optimization to reach your campaign goals (clicks, reach, conversions, etc.)	Starting at €500
E-Mail Shots (HTML Format)	We carefully select your recipient list based on their disciplines of interest and location, so we deliver your message to the right audience	Starting at €0,48 per recipient

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Promotion on the INOMICS Handbook

Product	Specifications	Price
¼ Page Ad	210 x 75 mm	€690
½ Page Ad	210 x 148 mm	€990
Full Page Ad	210 x 297 mm	€1690
Double Spread	420 x 297 mm	€2890
Sponsored Articles	2-page article (up to 1200 words) submitted by your institution, logo, 2 images and description of your institution (up to 400 words)	€1200
Recommended Sections	Includes logo, image, description and link to your INOMICS announcement	€300
Sponsorship Pack	<ul style="list-style-type: none"> • Logo mentioned as sponsor • Full page ad in Handbook • Sponsored article placed in Handbook and INOMICS blog. • Additional ½ page ad • Premium institutional profile on inomics.com • Institutional profile actively promoted in Facebook and LinkedIn 	€3000

More Info:

inomics.com/handbook/advertisers
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Products for customized campaigns

Product	Specifications	Price
Mention in Editorial Stories	Recommendation in one of our upcoming advice articles (rankings).	Starting at: €300/month
Sponsored Articles	Engage visitors with attractive editorial stories about your Institution or an economics topic your team specializes in.	Starting at €800 incl. editorial assistance
Video Marketing	We can create a variety of customized videos or video series about your institution area of expertise or story-telling about your strengths and uniqueness.	Starting at €800 for a 2-min video incl. script
E-Book, E-Guide, Infographic Creation	Engage visitors with attractive content sponsored by your institution about the economics topic of your interest. All items produced are widely marketed to the INOMICS audience.	Starting at €2000 incl. editorial assistance

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Fully Managed ONMICHANNEL Campaign Service Package

€3490*

- 1) Typically for 3 months for one job or study offer.
- 2) Online Announcement(s)
- 3) Online Announcement Boosters on INOMICS website:
 - a. Email alert ads
 - b. Social media posts
 - c. Reposts
- 4) Multichannel Campaign Promotion on INOMICS channels:
 - a. Mention in relevant article(s) on Blog or Advice
 - b. Mention in relevant landing page
 - c. Recommendation via social media
 - d. Recommendation via E-mail
 - e. Banners
- 5) External Advertisement
 - a. Facebook Ads
 - b. Instagram Ads
 - c. Twitter Ads
 - d. Google Adwords
 - e. LinkedIn Ads
- 6) Optimization and Reporting:
 - a. Artwork optimization
 - b. Cost and conversion optimization
 - c. Traffic and conversion reporting (as per available on INOMICS Google Analytics or chosen advertisement platform)

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RECRUITER PACKS including Automatic Posting

Product	Specifications	Price
Basic	<ul style="list-style-type: none"> • Logo • Text Description • 1 Email & Social Media Shot • Enhanced Search Positioning 	PAYG 10: €2.790 PAYG 20: €4.885 PAYG 30: €6.790
Standard	All Basic items plus: <ul style="list-style-type: none"> • Image Gallery • Mini Banners (Extra Visibility) • Deadline reminders (Website & Email) 	€PAYG 10: €5.190 PAYG 20: €8.990 PAYG 30: €12.590
Featured	All Standard items plus: <ul style="list-style-type: none"> • 1 Additional Email and Social Media shot • Header Image & video • 1 Repost • Extra Visibility In Featured Box • Visibility in Homepage header 	PAYG 10: €6.790 PAYG 20: €11.885
Premium	All Featured items plus: <ul style="list-style-type: none"> • 1 Additional Email and Social Media shot • 1 Additional Repost • Geo-Targeting incl. Highlighted label 	PAYG 10: €9.990 Contact us at info@inomics.com for further Featured and Premium pricing options

* Pay as you go (PAYG) pricing option incl. pre-payment for announcements and INOMICS Robot setup costs. A recurring payment is agreed after the number of post is reached. Prices do not include VAT. German VAT of 19% will be added to EU orders unless a valid VAT number is given. Orders from outside the EU are exempt from VAT.



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