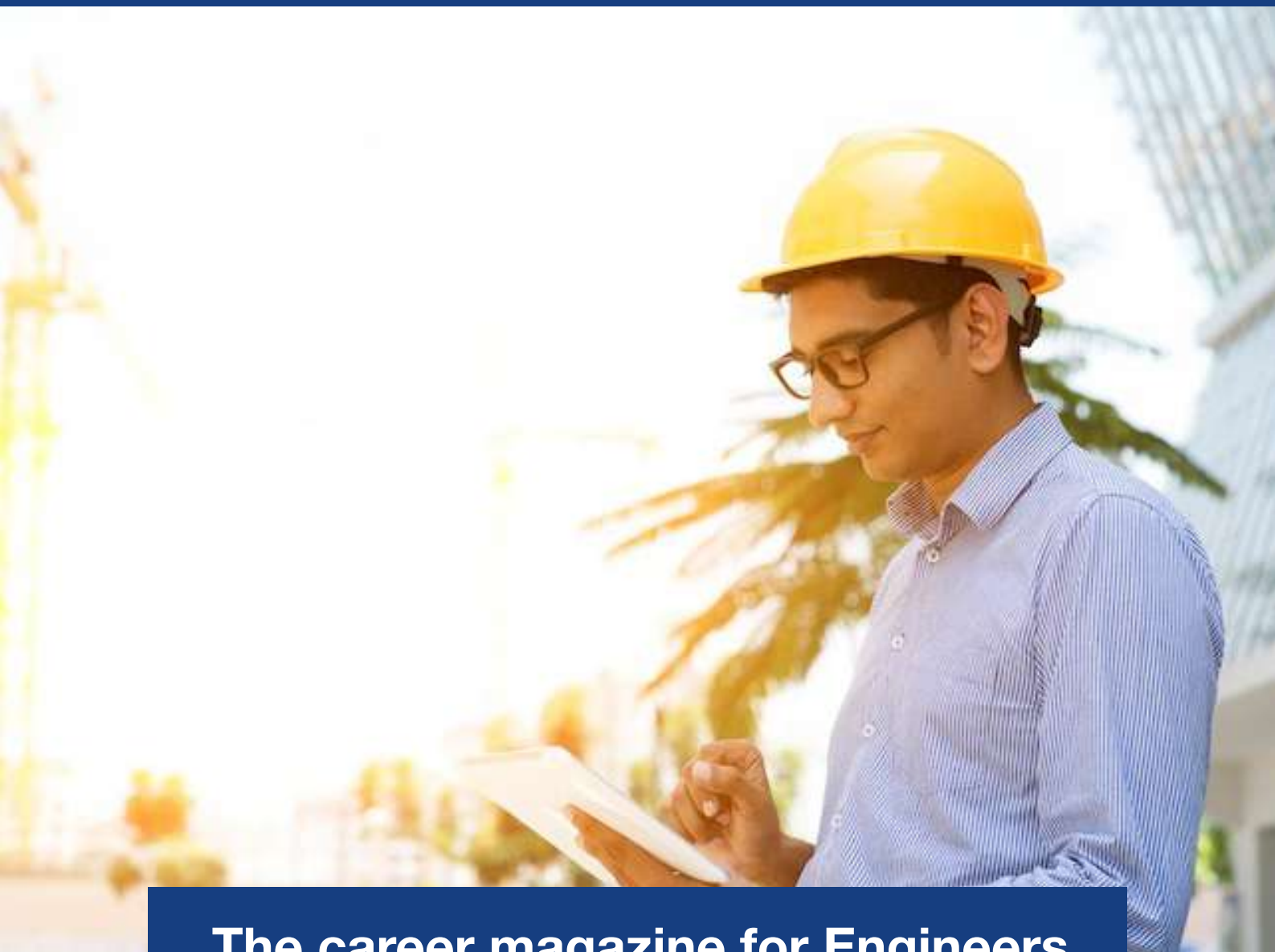# NewEngineer

The career magazine for Engineers

— Pricing Overview —

NewEngineer is owned and operated by
11 Academia Networks GmbH
Am Kupfergraben 6A
D-10117 Berlin, Germany

Valid until 31 December 2021

Questions & Enquiries
E: info@newengineer.com

Customer Service Europe:
T: +49 30 208 4712 50
F: +49 30 208 4712 51

Content Marketing

Product	Specifications	Price
Promoted Sponsored Articles	700 to 1200 words, 2 photos, editorial and posting service. Includes active monthly promotion in email and social media.	€3000 per article
Sponsored Articles	700 to 1200 words, 2 photos, editorial and posting service. Once published, the article is shared once in email and social media.	€1500 per article
Mention in Editorial Stories	Recommendation in one of our upcoming advice articles (rankings) incl. descriptive text and link.	Starting at €300 per recommendation per year
Guest Blog Post	700 to 1200 words, 2 photos. Once approved by NewEngineer editor, the articles are posted on the site.	€800 per commercial article €200 per academic article*
Video Marketing	Customized videos or video series about your institution area of expertise or storytelling about your strengths and uniqueness.	Starting at €3000 for a 3-min video incl. video script
E-Book, E-Guide, Infographic Creation	All infographics are delivered in jpeg, png and PDF format. E-Book and E-Guides are produced in PDF format only	Starting at €2000 for 1-page infographic incl. editorial assistance

*Strict non-commercial use

Prices vary according to campaign & level of targeting. 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.

Media Advertisement

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
Targeted E-mail Promotion	In our 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
Email Alert Ads (Text Snippet)	Including 300 characters with spaces + title + URL	€150 /E-Mail Alert Ad. €600/per Month
Social Media Promotion	Social media post with the logo of your institution, images, customized text and link	€150/ one-time post

More Info:
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Online Announcements

Recruiter Packs incl. Automatic Posting
PAY-AS-YOU-GO PRICING

PAY-AS-YOU-GO PRICING:

PAYG 10:
€2.790*

PAYG 20:
€4885*

PAYG 30:
€6790*

PAYG 50:
€10990*

Customized pricing packages, tailored offers with combined levels and partnership waivers available.

Packs and Single Announcements

Quantity	Basic	Standard	Featured	Premium
Single Ad	Free ~~€349~~	€349 ~~€649~~	€649 ~~€849~~	€849 ~~€1.249~~
3 – Pack	€940	€940 ~~1.750~~	€1.750 ~~€2.290~~	€2.290 ~~€3.370~~
10% Discount Eff. Price/Ad	*€313*	*€313*	*€583*	*€763*
5 – Pack	€1.480	€1.480 ~~€2.755~~	€2.755 ~~€3.605~~	€3.605 ~~€5.305~~
15% Discount Eff. Price/Ad	*€296*	*€296*	*€551*	*€721*
20 - Pack	€4.535	€4.535 ~~€8.435~~	€8.435 ~~€11.035~~	€11.035 ~~€16,235~~
35% Discount Eff. Price/Ad	*€226*	*€226*	*€421*	*€551*

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