



INOMICS

The Site for Economists

Pricing Overview

Valid until 31 December 2020

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

E: info@inomics.com
T: +49 30 208 4712 50
F: +49 30 208 4712 51

Online Announcements

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>	€313	€583	€763	€1.123
5 – Pack	€1.480	€2.755	€3.605	€5.305
<i>15% Discount Eff. Price/Ad</i>	€296	€551	€721	€1.061
20 - Pack	€4.535	€8.435	€11.035	€16,235
<i>35% Discount Eff. Price/Ad</i>	€2.445	€4.545	€5.945	€8.745

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 2020.

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Engagement Boosters

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	Available from. €900/month*
Promotion in Editorial Stories	1200 words articles to engage visitors with attractive stories about top opportunities in your country or in your field	Available from €800
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	€0,45 per recipient

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 2020.

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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

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 2020.

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Influencer Marketing

Promotion via Instagram (Ruby @studypunk)

Product	Specifications	Price
Individual Image Post on Ruby's Instagram	Photo of Ruby visiting your campus posted on our Ruby's Instagram	€250/image*
Individual Story on Ruby's Instagram	Inclusion on Ruby's daily Instagram story.	€50/ inclusion*
Mention on Ruby Post	Inclusion/mention of your Instagram handle on caption of one of Ruby's posts.	€100/ mention*

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 2020.

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Products on Demand

Marketing Expertise for your Institution

Social Media Campaigns Available from €500

- Creation of artwork for campaign
- Setup and optimization
- Reporting at the end of the campaign

Consulting service Available from €60/hour

- Selection of marketing channels
- Brand awareness strategy
- Audiences and reach optimization

Landing page creation Available from €800

- Creation of landing page on 11 Academia Networks website(s)
- Modifications until approval

Marketing materials Available from €500

- Brainstorming session of ideas
- Creation of materials
- Modifications until approval

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 2020.

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