

Product & Advertising Rates DCI Media 2015



DCI Direct

| | | Rate | 5x | 10x | 20x | 40x |
|---------------------------------|--|------------|------------|------------|------------|------------|
| Product | Target Group | Discount % | 10% | 15% | 20% | 30% |
| Premium Email (Stand Alone) | Resellers, VARs, System Houses Circulation: 14.000, Germany | 2.200,00 € | 1.980,00 € | 1.870,00 € | 1.760,00 € | 1.540,00 € |
| Premium Email B2B ITDMs | SMB/Enterprise, IT Decision Makers, selectable audiences, up to 250.000 E-Mail permissions (CPM) | 350,00 € | 315,00 € | 297,50 € | 280,00 € | |
| Editorial Newsletter Ads | | | | | | |
| DCI Product News (basic ad) | Monthly Newsletter with up to 12 IT product segments. Resellers, VARs, System Houses Circulation: 30.000, Germany | 750,00 € | 675,00 € | 637,50 € | 600,00 € | 525,00 € |
| DCI Informer | Resellers, VARs, System Houses Circulation: 35.000, Germany | 350,00 € | 315,00 € | 297,50 € | 280,00 € | 245,00 € |
| DCI Channelbörse (single box) | Resellers, VARs, System Houses Circulation: 15.000, Germany | 95,00 € | 85,50 € | 80,75 € | 76,00 € | 66,50 € |

Please also ask for Switzerland, Austria, UK, France and more countries. Special placemets and preffered positions available. Info: sales@dcimedia.de

| Business Technology Network (BTN) | | | 10000 | 20000 | 30000 | 50000 |
|---|---|-------------|--------|--------|--------|--------|
| | Target Group | Active View | 10% | 15% | 20% | 30% |
| Expandable Display Ad (WAI Technology) | Premium Ad Network, SMB/Enterprise, Channel, IT Decision Makers, more than 50 million page impressions, limited inventory | 0,59 € | 0,53 € | 0,50 € | 0,47 € | 0,32 € |

DCI Lead Gen Factory

Access to more than 500.000 permissioned B2B contacts. Audience: IT decision makers, SMB / Enterprise, Channel, verticals like automotive, government, health care, finance, education. Guaranteed lead price model (CPL).

DCI Media Team

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