

AUSSCHREIBEN.DE
Ausschreibungstexte**plus**



Media data for advertising

A trademark of ORCA Software GmbH

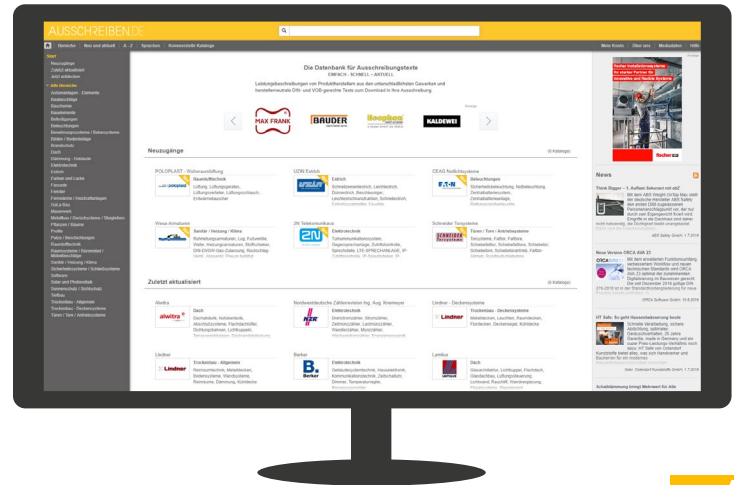


AUSSCHREIBEN.DE

The building technology portal for specifications
in the tendering process.

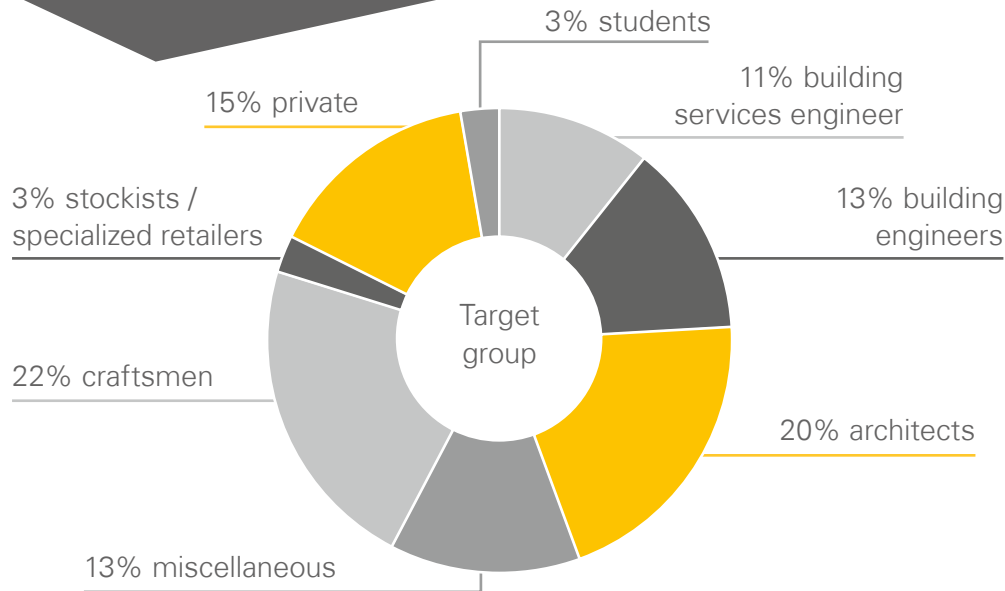
ORCA Software GmbH specializes on developing and distributing software solutions for the construction industry - since 1990.

In 2002, ORCA launched the famed internet portal AUSSCHREIBEN.DE. 9,000 architects, building and building services engineers as well as craftsmen rub virtual shoulders with you there every day.



AUSSCHREIBEN.DE

Target group and online performance



Ø **5,000,000**
page views per month



Ø **248,000**
visits per month



Become visible!

Put the spotlight on your products

Crossmedial Advertising

BANNER

LOGO

**NEWS
ONLINE**

**NEWS
INFOLETTER**

MAGAZIN

Directly on the homepage



BANNER

on the homepage of
AUSSCHREIBEN.DE

Ø **300,000**
page views



Banner with links
static or animated

Duration 1 month

Submission of files
2 weeks before start of ad

Price 2,625.00 €



LOGO

on the homepage of
AUSSCHREIBEN.DE

Can't be overlooked!

ø800
clicks per month



**Place a logo linked to
your catalogue**

Duration 1 month

Submission of files

We got your logo already. We take
care of activating it at the given time.

Price 1,650.00 €



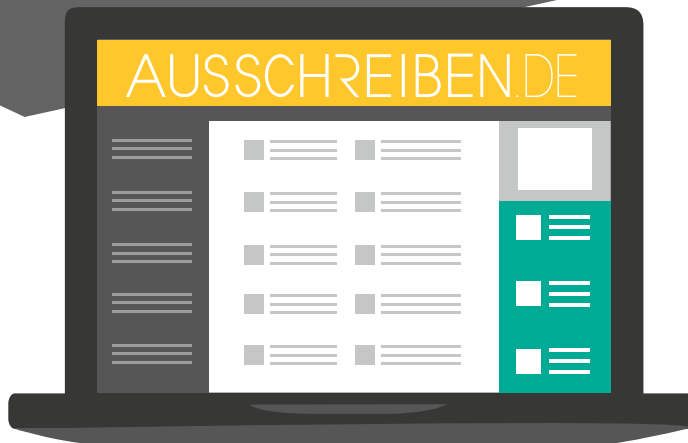
NEWS ONLINE

on the homepage of
AUSSCHREIBEN.DE

+ context related + in your catalogue

Ø 250

visits per ad-insertion



Teaser, linked to your news text

Duration 4 Wochen

Submission of files

2 weeks before start of ad

Price 494.00 €



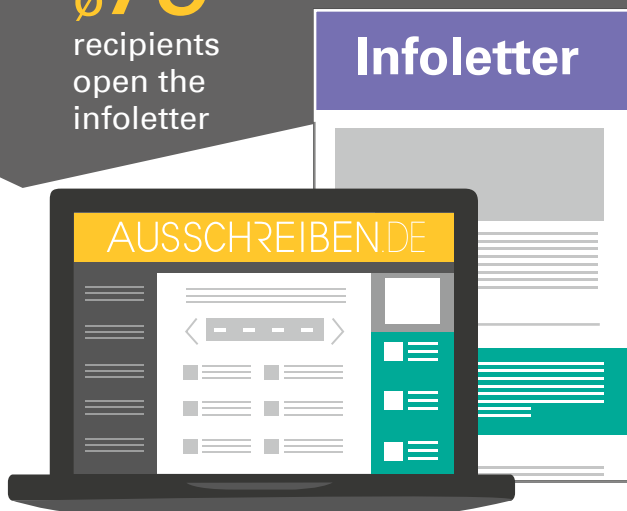
NEWS INFOLETTER

Your news in the infoletter out
to 23,000 building specialists

Double the attention on your news

ø75%

recipients
open the
infoletter



**Image and teaser in infoletter
plus to be seen for 4 weeks in
NEWS ONLINE**

Publication 1x per month

Submission of files
2 weeks before start of ad

Price 1,190.00 €



MAGAZIN

Two ways: print & online

+ by mail to 13,000 recipients

+ available online, link to your product texts

+ special infoletter to 23,000 plus recipients



2nd issue of our print magazine „Spotlight“, includes publication online and special infoletter

Publication March 2020

Topic „Redevelopment“

Circulation 15,000

Closing date 20th January 2020

Price 4,900.00 €



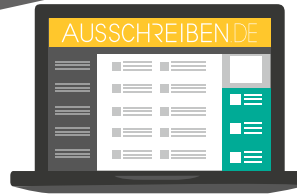
Data specification

Everything at a glance

blank characters
included



BANNER



NEWS ONLINE



NEWS INFOLETTER

Content **Link** of your landingpage

Title 42 characters
Text 1,800 characters
Link of your landingpage

Title 42 characters
Text 1,800 characters
Teaser (optional)
300 characters
Link of your landingpage

Image **Size** 200 x 300 px
(max. 10 MB)
File format PNG, JPG,
BMP, GIF

Size 240 x 180 px
(max. 10 MB)
File format PNG, JPG,
BMP, GIF

Size 240 x 180 px
(max. 10 MB)
File format PNG, JPG,
BMP, GIF



Data specification

Spotlight Magazin

blank characters
included

Heading

Characters: 40

Subheading

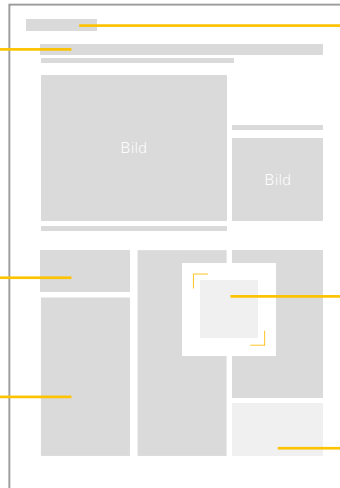
Characters: 90

Lead text

Characters: 250

Detailed text

Characters: 1,700 - 1,800



Logo

Size: 85 mm height
Colour scale: greyscale

Highlighted Text

Characters: 100

Contact details

Company's name,
contact person

How to structure your product presentation



MEDIASERVICE

Secure yourself space for 2020

Call us or send us your advertising request.
We will be happy to advise you personally.



+ 49 8035 9637 - 0
info@orca-software.com

See you soon.

We are looking forward to hearing from you!

