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harnold@weka-fachmedien.de
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rpeppelreiter@weka-fachmedien.de
energie-und-technik.de is the medium for energy efficiency and intelligent energy supply. A wide range of interconnected topics covers up-to-date and forward-looking news from different perspectives.

energie-und-technik.de reports about new concepts and business models around energy production and distribution and efficient usage of energy. energie-und-technik.de offers its users advice about techniques, devices, components and IT systems.

Topics include power plants for energy supply (central/ peripheral), transport and distribution networks, renewable energies, smart grid, smart metering, smart buildings, smart home and energy storage. A main focus is on electrical systems, that are often the key to energy efficiency.

The target group of energie-und-technik.de includes the technical and commercial management, designers and board of management as well as purchasers and managers responsible for energy. energie-und-technik.de is IVW online audited. In addition, the energie-und-technik.de newsletter addresses about 30,000 recipients (as per September 2015). It is the ideal communication platform for advertisers.

Status: Webseite für die Energieeffizienz
Web address (URL): www.energie-und-technik.de
Audit: IVW-Online
Host: WEKA FACHMEDIEN GmbH
Address: Richard-Reitzner-Allee 2, 85540 Haar, Germany
Phone: +49 89 25556-1253
Fax: +49 89 25556-1399
E-mail: media@energie-und-technik.de
Editorial office: Heinz Arnold, editor-in-chief
harnold@weka-fachmedien.de
Sales: Martina Niekrwietz, advertising manager
mniekrawietz@weka-fachmedien.de

New Categories:

Smart Power
- power supply, batteries, energy harvesting, fuel cells

Smart Components
- semiconductors, electromechanics, passiv components

Smart Energy
- lighting, smart building/ smart home, smart meter, smart grid, smart mobility

Smart Automation/IoT
- measurement & sensor technology, automation, Internet of things & industry 4.0, smart production, energy management

Smart Generation
- solar, wind, renewable energies

Smart Utilities
- energy supply, energy production, energy distribution

Smart Career

The showroom of energie-und-technik.de (also in English!):

www.energie-und-technik.de/media/showroom
reactions to ads at energie-und-technik.de during the last 12 months

I have purchased more than once 35%
No reaction yet 10%
I have purchased once 30%
I have informed myself 25%

Use of the suppliers' compass of energie-und-technik.de

Business line
- science/education: 9%
- transport: 8%
- city council/authority: 20%
- installation: 41%
- engineering office: 30%
- manufacturer of photovoltaics: 11%
- manufacturer of drive engineering: 11%
- building automation: 23%
- wholesale/system integrator: 10%
- energy provider: 20%
- renewable energies: 63%
- consulting: 14%
- automation: 39%
**Field of activity**

Data processing: 20%
- IT systems: 25%
- Quality control: 20%
- Organisation/logistics: 14%
- Customer service: 14%
- Production/manufacturing: 13%
- Development/construction: 45%
- Energy representative: 30%
- Marketing/sales: 22%
- Purchasing: 28%
- CFO: 22%
- Technical management: 64%
- Corporate management: 35%

Multiple answers possible.

**Planned investments**

Sure/possibly planned investments in the next 12 months:

- Passive components: 51%
- Test & measurement: 64%
- Semiconductors: 59%
- Electromechanics: 71%
- Automation: 74%
- Lighting: 56%
- Electromobility: 32%
- Smart metering/grid: 70%
- Power supplies/power management: 56%
- Power sources: 55%
- Wind energy: 41%
- Photovoltaics: 63%

Multiple answers possible.

**Influence in planned investments**

- Not involved: 10%
- Purchase/budget approval: 28%
- Decision regarding supplier: 33%
- Decision regarding product/service: 30%
- Consultation regarding supplier: 28%
- Consultation regarding product/service: 28%

Multiple answers possible.

**Topics readers are interested in**

- Power industry: 85%
- Automation & measurement: 89%
- Smart energy: 78%
- Energy efficient electronics: 82%
- Energy storage: 79%
- Renewable energies: 80%

Multiple answers possible.
Whitepaper
Introduce your whitepaper within the editorial environment of energie-und-technik.de and generate high-quality leads!
For more information ask our media experts!

Leaderboard / Super Banner
More information on banner advertising see page 8

Newsletter advertising
Weekly energie-und-technik.de publishes its newsletter to about 30,000 recipients (as per September 2015).
It includes up-to-date trends, products and know-how and enables advertisers to communicate with a tailored target group.
See page 10 and 11 for our newsletter advertising formats

Supplier’s compass
Premium entries in the suppliers’ compass are highly-visible to your customers!
- The exclusive ranking system ranks premium customers first when a product is searched for in the suppliers’ compass
- Keywords additionally boost your visibility in the right context
- Premium entries are mentioned in the newsletter
More information on pages 10 – 11

Billboard
More information on banner advertising see page 8

Rectangle 300 x 200
More information on banner advertising see page 8

Wide Skyscraper
More information on banner advertising see page 8

Wide Leaderboard
More information on banner advertising see page 8

Video advertising
Use the media center as a platform for your adverts – for your pre-roll, overlay or trade show clip. Host your own video on energie-und-technik.de!
More information see page 19

Wide Skyscraper
More information on banner advertising see page 8
Showroom with our online advertising formats at www.energie-und-technik.de/media/showroom (also in an English version!)

Medium Rectangle
More information on banner advertising see page 8

Image gallery advertising
On request
**Banner advertising**

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Price</th>
<th>Impressions</th>
<th>Dimensions</th>
<th>Format Max Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard/Super Banner</td>
<td>€ 250.-</td>
<td>1,000</td>
<td>(728 x 90 pixel, max. 100 KB)</td>
<td></td>
</tr>
<tr>
<td>Wide skyscraper 1</td>
<td>€ 160.-</td>
<td>1,000</td>
<td>(160 x 600 pixel, max. 100 KB)</td>
<td></td>
</tr>
<tr>
<td>Wide skyscraper 2</td>
<td>€ 90.-</td>
<td>1,000</td>
<td>(160 x 600 pixel, max. 100 KB)</td>
<td></td>
</tr>
<tr>
<td>Floating wide skyscraper</td>
<td>€ 270.-</td>
<td>1,000</td>
<td>(160 x 600 pixel, max. 100 KB)</td>
<td></td>
</tr>
<tr>
<td>Billboard</td>
<td>€ 380.-</td>
<td>1,000</td>
<td>(960 x 250 pixel, max. 100 KB)</td>
<td></td>
</tr>
<tr>
<td>Full banner</td>
<td>€ 125.-</td>
<td>1,000</td>
<td>(468 x 60 pixel, max. 100 KB)</td>
<td></td>
</tr>
<tr>
<td>Rectangle 300 x 200</td>
<td>€ 190.-</td>
<td>1,000</td>
<td>(300 x 200 pixel, max. 100 KB)</td>
<td></td>
</tr>
<tr>
<td>Page Peel</td>
<td>€ 210.-</td>
<td>1,000</td>
<td>(100 x 100 pixel oder 500 x 500 Pixel, max. 100 KB), data format: only JPEG</td>
<td></td>
</tr>
<tr>
<td>Tape Ad</td>
<td>€ 160.-</td>
<td>1,000</td>
<td>(958 x 30 pixel, max. 100 KB)</td>
<td></td>
</tr>
<tr>
<td>Wallpaper</td>
<td>€ 370.-</td>
<td>1,000</td>
<td>Leaderboard (728 x 90 pixel) + Wide skyscraper (160 x 600 pixel, max. 100 KB)</td>
<td></td>
</tr>
<tr>
<td>Medium rectangle/boombox</td>
<td>€ 380.-</td>
<td>1,000</td>
<td>(300 x 250 pixel, max. 100 KB)</td>
<td></td>
</tr>
<tr>
<td>Ad Words</td>
<td>€ 50.-</td>
<td>1,000</td>
<td>Ad Words: € 65.-</td>
<td></td>
</tr>
<tr>
<td>Ad Words + logo</td>
<td>€ 65.-</td>
<td>1,000</td>
<td>Header + 2 lines</td>
<td></td>
</tr>
<tr>
<td>Header + 2 lines</td>
<td></td>
<td></td>
<td>max 25 characters per line incl. space characters</td>
<td></td>
</tr>
<tr>
<td>All types of ads are also available expanded!</td>
<td></td>
<td></td>
<td>logo 100 x 53 pixel</td>
<td></td>
</tr>
</tbody>
</table>

We are happy to help with your banner design. Please ask your contact person.

Banner advertising

Online geprüft

Banner advertising

Leaderboard/ Super Banner

€ 250.- / 1,000 ad impressions
(728 x 90 pixel, max. 100 KB)

Wide Skyscraper 1
1. Position € 160.- / 1,000 ad impressions
(160 x 600 pixel, max. 100 KB)

Wide Skyscraper 2
2. Position € 90.- / 1,000 ad impressions
(160 x 600 pixel, max. 100 KB)

Floating Wide Skyscraper
€ 270.- / 1,000 ad impressions
(160 x 600 pixel, max. 100 KB)

Billboard
€ 380.- / 1,000 ad impressions
(960 x 250 pixel, max. 100 KB)

Full Banner
€ 125.- / 1,000 ad impressions
(468 x 60 pixel, max. 100 KB)

Rectangle 300 x 200
€ 190.- / 1,000 ad impressions
(300 x 200 pixel, max. 100 KB),
1st or 2nd position at random

Page Peel
€ 210.- / 1,000 ad impressions
(100 x 100 pixel oder 500 x 500 Pixel, max. 100 KB), data format: only JPEG

Tape Ad
€ 160.- / 1,000 ad impressions
(958 x 30 pixel, max. 100 KB)

All types of ads are also available expanded!

Banner advertising

Banners open per click or mouseover.
Choose between:
20% mark-up for expanding banners per click
50% mark-up for expanding banners per mouseover
Mobile advertising

NEW! From mid-year 2016

10% of the energie-und-technik.de users access the website via their mobile devices
(source: Google Analytics, September 2015)

Use mobile ads to target them on their own smartphones!

Fireplace
Wide Skyscraper left + Wide Skyscraper right + top 960 x 90 pixel + incl. Billboard: € 650.-/1,000 ad impressions

Gold I
Leaderboard + Wide Skyscraper + Rectangle 300 x 200
€ 450.-/1,000 ad impressions

Gold II
Leaderboard + Wide Skyscraper + Medium Rectangle
€ 560.-/1,000 ad impressions

Silber I
Wide Skyscraper left + Wide Skyscraper right + Tape Ad
€ 360.-/1,000 ad impressions

Silber II
Rectangle 300 x 200 + Medium Rectangle
€ 430.-/1,000 ad impressions

Mobile Banner 320 x 50
€ 125.-/1,000 ad impressions
(320 x 50 pixel, max. 100 KB)

Mobile Banner 320 x 80
€ 160.-/1,000 ad impressions
(320 x 80 pixel, max. 100 KB)

Docking Footer
€ 410.-/1,000 ad impressions
(file dimension dependent on screen dimension, max. 100 KB)

Scale of discount

Gross annual revenue concerning all ad types

<table>
<thead>
<tr>
<th>Discount</th>
<th>From</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>3%</td>
<td>2,000 Euro</td>
<td></td>
</tr>
<tr>
<td>8%</td>
<td>5,000 Euro</td>
<td></td>
</tr>
<tr>
<td>10%</td>
<td>10,000 Euro</td>
<td></td>
</tr>
<tr>
<td>15%</td>
<td>25,000 Euro</td>
<td></td>
</tr>
<tr>
<td>18%</td>
<td>50,000 Euro</td>
<td></td>
</tr>
<tr>
<td>20%</td>
<td>75,000 Euro</td>
<td></td>
</tr>
<tr>
<td>22%</td>
<td>100,000 Euro</td>
<td></td>
</tr>
<tr>
<td>25%</td>
<td>150,000 Euro</td>
<td></td>
</tr>
</tbody>
</table>

Sponsoring of a category

Combine one and more advertising spaces simultaneously and show constant presence on energie-und-technik.de!

data formats:
GIF, JPEG, PNG, HTML
Newsletter advertising formats
Weekly energie-und-technik.de publishes its newsletter to about 30,000 recipients (as per September 2015). It includes up-to-date trends, products and know-how and enables advertisers to communicate with a tailored target group.

<table>
<thead>
<tr>
<th>Leaderboard/Super Banner</th>
<th>€ 2,890.-</th>
</tr>
</thead>
<tbody>
<tr>
<td>(728 x 90 pixel, max. 60 KB), Data format: PNG, GIF, JPEG, HTML*</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Ad Words Premium</th>
<th>€ 890.-</th>
</tr>
</thead>
<tbody>
<tr>
<td>Header + 2 text lines + Logo + URL</td>
<td></td>
</tr>
<tr>
<td>25 characters max. per line incl. spaces</td>
<td></td>
</tr>
<tr>
<td>Logo: 67 x 62 px, max. 60 KB</td>
<td></td>
</tr>
<tr>
<td>Data format: GIF, JPEG, PNG*</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Premium placement</th>
<th>€ 2,890.-</th>
</tr>
</thead>
<tbody>
<tr>
<td>Special placement for text ad, wide skyscraper or rectangle below or next to the editorial in the first place</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Premium placement</th>
<th>€ 890.-</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium placement for text ad, wide skyscraper or rectangle below or next to the editorial in the first place</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Rectangle 230 x 200</th>
<th>€ 1,890.-</th>
</tr>
</thead>
<tbody>
<tr>
<td>(230 x 200 pixel, max. 60 KB), Data format: PNG, GIF, JPEG, HTML*</td>
<td></td>
</tr>
</tbody>
</table>
### Text ad with max. 500 characters

- (max. 3 text ads per newsletter)
- max. 1 link per text ad
- Corporate logo (150 x 50 pixel) and product picture (150 x 150 pixel)
- Data size: max. 60 KB
- Data format: GIF, JPEG, PNG*
- Alternative delivery of a banner in the dimensions 708 x 250 pixel

€ 2,490.-

### Billboard

- 728 x 90 pixel, max. 60 KB
- Data format: PNG, GIF, JPEG, HTML*

€ 2,490.-

### Text ad 3rd position

- (max. 1 link per text ad)
- max. 500 characters
- Corporate logo (150 x 50 pixel) and product picture (150 x 150 pixel)
- Data size: max. 60 KB
- Data format: PNG, GIF, JPEG*

€ 1,890.-

### Wide Skyscraper

- (160 x 600 pixel, max. 35 KB)
- Data format: PNG, GIF, JPEG, HTML*

€ 2,490.-

### Ad words in the newsletter

- Headline + 2 text lines and ad URL
  - € 390.-
- Headline + 2 text lines + logo and ad URL
  - € 500.-
- Logo: 67 x 62 Pixel, max. 60 KB
- Data format: GIF, JPEG, PNG*

### Event listing in the newsletter

- Event listing in the newsletter as text ad in the sector events/congresses
  - € 390.-
- with logo:
  - € 500.-

### Exclusive sponsoring

- choose 3 ads
- 1 product announcement
- 1 news announcement
- 1 specialized article
- Mention within the subject heading

€ 6,370.-

* for the reporting concerning the data format HTML please contact potte@weka-fachmedien.de
GIF without animation

The editorial staff reserves the right to edit the articles in corporation with the customer.

Technical details on energie-und-technik.de/media/showroom (in English)
<table>
<thead>
<tr>
<th>date</th>
<th>topic</th>
<th>trade fairs</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>JANUARY</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jan 12, 2016</td>
<td>test &amp; measurement</td>
<td></td>
</tr>
<tr>
<td>Jan 19, 2016</td>
<td>smart components</td>
<td></td>
</tr>
<tr>
<td>Jan 26, 2016</td>
<td>Internet of things &amp; industry 4.0</td>
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<tr>
<td><strong>FEBRUARY</strong></td>
<td></td>
<td></td>
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<tr>
<td>Feb 2, 2016</td>
<td>special newsletter e-world</td>
<td></td>
</tr>
<tr>
<td>Feb 9, 2016</td>
<td>special newsletter embedded world</td>
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</tr>
<tr>
<td>Feb 16, 2016</td>
<td>smart metering</td>
<td>E-world energy &amp; water</td>
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<tr>
<td></td>
<td></td>
<td>Feb 16 - Feb 18, 2016</td>
</tr>
<tr>
<td>Feb 23, 2016</td>
<td>smart power</td>
<td>embedded world</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Feb 23 - Feb 25, 2016</td>
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<tr>
<td><strong>MARCH</strong></td>
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<tr>
<td>Mar 1, 2016</td>
<td>special newsletter Light &amp; Building</td>
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</tr>
<tr>
<td>Mar 8, 2016</td>
<td>special newsletter New Energy Husum</td>
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</tr>
<tr>
<td>Mar 15, 2016</td>
<td>special newsletter eltefa</td>
<td>Light &amp; Building</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Mar 13 - Mar 18, 2016</td>
</tr>
<tr>
<td>Mar 22, 2016</td>
<td>Internet of things &amp; industry 4.0</td>
<td>New Energy Husum</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Mar 17 - Mar 20, 2016</td>
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<tr>
<td>Mar 29, 2016</td>
<td>smart building / smart home</td>
<td>eltefa</td>
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<td></td>
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<td>Mar 29 - Mar 31, 2016</td>
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<tr>
<td><strong>APRIL</strong></td>
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<td></td>
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<tr>
<td>Apr 5, 2016</td>
<td>smart utilities – energy supply and distribution</td>
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</tr>
<tr>
<td>Apr 12, 2016</td>
<td>smart automation</td>
<td></td>
</tr>
<tr>
<td>Apr 19, 2016</td>
<td>smart components</td>
<td></td>
</tr>
<tr>
<td>Apr 26, 2016</td>
<td>special newsletter SENSOR &amp; TEST</td>
<td>Hanover Messe</td>
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<td></td>
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<td>Apr 25 - Apr 29, 2016</td>
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<td>Apr 28, 2016</td>
<td>special newsletter PCIM</td>
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<td>May 3, 2016</td>
<td>energy management</td>
<td>SENSOR + TEST</td>
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<td>May 10 - May 12, 2016</td>
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<td>pcim</td>
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<td>May 10 - May 12, 2016</td>
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<tr>
<td>May 17, 2016</td>
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<td><strong>JUNE</strong></td>
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<td>Jun 14, 2016</td>
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<td>Jun 22 - Jun 24, 2016</td>
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<td>Jun 30, 2016</td>
<td>smart automation</td>
<td>6. Energie &amp; Technik</td>
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<td>Smart Home &amp; Metering Summit</td>
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<tr>
<td></td>
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<td>Jun 28 - Jun 29, 2016</td>
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<tr>
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<td>Trade Fairs</td>
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<td><strong>JULY</strong></td>
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<td>Jul 5, 2016</td>
<td>smart components</td>
<td></td>
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<tr>
<td>Jul 12, 2016</td>
<td>smart power</td>
<td></td>
</tr>
<tr>
<td>Jul 19, 2016</td>
<td>smart city</td>
<td></td>
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<tr>
<td>Jul 26, 2016</td>
<td>overvoltage protection</td>
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<td><strong>AUGUST</strong></td>
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<tr>
<td>Aug 5, 2016</td>
<td>Internet of things security</td>
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<tr>
<td>Aug 12, 2016</td>
<td>smart generation – production of renewable energies</td>
<td></td>
</tr>
<tr>
<td>Aug 19, 2016</td>
<td>Internet of things &amp; industry 4.0</td>
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<tr>
<td>Aug 26, 2016</td>
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<td><strong>SEPTEMBER</strong></td>
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<tr>
<td>Sep 13, 2016</td>
<td>smart utilities – power supply and distribution</td>
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<td>Sep 20, 2016</td>
<td>smart automation</td>
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<tr>
<td>Sep 27, 2016</td>
<td>smart power</td>
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<tr>
<td>Sep 29, 2016</td>
<td><strong>special newsletter Industry 4.0 Summit &amp; Security Symposium</strong></td>
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<td><strong>OCTOBER</strong></td>
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<tr>
<td>Oct 4, 2016</td>
<td>smart grid</td>
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<tr>
<td>Oct 11, 2016</td>
<td>Internet of things &amp; Industry 4.0</td>
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<td>Oct 18, 2016</td>
<td>test &amp; measurement</td>
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<tr>
<td>Oct 25, 2016</td>
<td>special newsletter electronica</td>
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<tr>
<td><strong>NOVEMBER</strong></td>
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<tr>
<td>Nov 3, 2016</td>
<td>smart energy – IT for the power industry</td>
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<tr>
<td>Nov 8, 2016</td>
<td>special newsletter SPS IPC Drives electronica</td>
<td>Nov 8 - Nov 11, 2016</td>
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<td>Nov 15, 2016</td>
<td>smart mobility</td>
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<tr>
<td>Nov 22, 2016</td>
<td>smart power</td>
<td>SPS IPC Drives Nov 22 - Nov 24, 2016</td>
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<tr>
<td>Nov 29, 2016</td>
<td>smart components</td>
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<tr>
<td><strong>DECEMBER</strong></td>
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<tr>
<td>Dec 1, 2016</td>
<td>smart building/ smart home</td>
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<tr>
<td>Dec 6, 2016</td>
<td>smart automation</td>
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<tr>
<td>Dec 13, 2016</td>
<td>safety &amp; security</td>
<td></td>
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<tr>
<td>Dec 15, 2016</td>
<td>smart generation – renewable energy production</td>
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Suppliers’ compass

More than 10,000 companies are listed in the suppliers’ index of www.energie-und-technik.de. It offers various possibilities to present your company: from a complete company portrait including images and videos to company events and trade shows.

Advantages for premium suppliers:
• each editorial article containing your company name features a box with all other articles about your company
• each editorial article containing a booked keyword features a box with your company logo.
• your company news within the editorial contents will also be shown in the premium entry
• editorial mentioning of the premium entry on the website and in the newsletter
• the exclusive ranking system displays premium customers first when a product is searched for
• high visibility of the premium entry when a product is searched for in the suppliers’ compass: your logo is displayed as well
• add events, pictures, videos or whitepapers to your premium entry

That’s where customers find their perfect supplier!
Book your premium entry in the suppliers’ compass of energie-und-technik.de now!
www.energie-und-technik.de/anbieterkompass/

Rate: € 1,990.- / 12 months
(no discounts)
Including one keyword for free!
(36,000 impressions max.)
Keyword booking (context sensitive advertising) (only in combination with a premium listing)

for example lighting, smart meter, Internet of things, etc.)
Every article that includes the booked keyword features your logo together with a link to your premium listing.

Rate: € 990.-/year and keyword (no discounts)
36,000 impressions max. per booking period (12 months max.)

Market overviews

Benefit from the new interactive market overviews at energie-und-technik.de with extensive search and select functions.

Your premium listing includes
• logo (data format JPEG or PNG)
• display of your entry in colour

Rate: € 200.-/market overview (no discounts)
Customized Newsletter

Benefit from the high quality newsletter database of energie-und-technik.de.
The customized newsletter will be sent out to recipients as defined.

Specifications:
- includes 1 image + 1 report + 1 logo
- text: 1,500 characters max (incl. spaces)
- image width: 270 pixel; image height: 200 pixel
- subject: 150 characters max. (incl. spaces)
- max. 5 links
- sender: elektroniknet.de and advertiser
- 1 Customized Newsletter per company a week.
- Due dates on request

Prices:
- subgroup (per product interest): € 1,490.- (no discounts)
- plus per thousand recipients: € 270.- (no discounts)

Subject to alterations
Request without obligation for a Customized Newsletter

Select the recipients of your Customized Newsletter per product interest and get a bespoke offer from our media experts – without obligation!

- smart power (all)
  - power supply
  - batteries
  - energy harvesting
  - fuel cells
  - others
- smart components (all)
  - semiconductors
  - electromechanics
  - passive components
  - others
- smart energy (all)
  - lighting
  - smart building/smart home
  - smart meter
  - smart grid
  - smart mobility
  - others
- smart automation/Internet of things (all)
  - measurement & sensor technology
  - automation
  - Internet of things & industry 4.0
  - smart production
  - energy management
  - others
- smart generation (all)
  - solar
  - wind
  - renewable energies
  - others
- smart utilities (all)
  - energy supply
  - energy production
  - energy distribution
  - others
- smart career

Fax: +49 89 25556-1651/ -1670

Name

Company

Address

Adress

E-mail
**Webinar**

Transfer your specific know-how to your customers and actively involve them in a live event. Your audience can ask questions via chat. Emphasize the advantages of your company’s products and competence in a dynamic and interactive presentation.

**Service:**
- advance notice of the webinar in 2 newsletters and in one category for one month
- a customized newsletter to energie-und-technik.de users
- registration of users
- technical realization of the webinar and guidance to speaker
- one live broadcast incl. moderation
- archived webinar is available for registered users as an on-demand webcast for download

**Rate:** € 3,990.-
(no discounts)

**Readers’ board**

Gain the attention of your customers and place your adverts directly on energie-und-technik.de. The readers’ board is integrated into the infobox. Its placement next to the editorial content guarantees high awareness. Through a mouse-over effect, your customer sees a pop-up with your information which links directly to your own website or defined URL. Also use the readers’ board for your crossmedia campaign! For instance, place your print ad without additional effort online.

€ 1,900.- per month
(no discounts)

**Expert panel : question of the week**

Exclusive market research tool with analysis of the survey. Placement in the infobox
1 week in a category of your choice (1 question, 5 multiple choice answers max), sponsor visible (powered by...)
Announcement in the newsletter
€ 990,-/week
(no discounts)

**Market research**

Pop-up with 5 questions and a competition
Placement in a category of your choice, for 7 days hosting and leads from WEKA
€ 1,700,-/week
**Video, trade fair clip, image gallery advertising**

The media center of energie-und-technik.de is the perfect advertising platform!

**Pre-Roll**
Your clip will be played before the video starts
Length max. 10 seconds
**Price: € 890.- per category and month**
Production of a clip (static images/logo + spoken text)
**Price: € 490.- (no discounts)**

**Overlay**
A static banner will be added in a playing video
Size: 468 x 60 pixels
**Price: € 1,100.- per category and month**

**Present your video in the media centre!**
• your video in the video channel of energie-und-technik.de
• announcement in a newsletter
**Price: € 1,750.- (no discounts)**

**Trade fair clip**
Introduce your company in a short professional clip in web quality!

• embedded world
• SMT/Hybrid/Packaging
• PCIM Europe
• Sensor+Test
• Automatica
• Intersolar
• electronica
• SPS IPC Drives
• More trade fairs on request

**Services:**
• Length: ca. 2 minutes
• Production on your booth
• Post production
• Placement of the clip in the media center of elektroniknet.de
• Full right of utilisation by advertiser
**Price: € 1,200.- (no discounts)**

**Image galleries**
Price on request

**More special advertising forms on request and in the showroom at**
[www.energie-und-technik.de/media/showroom](http://www.energie-und-technik.de/media/showroom)

**Delivery address for advertising material:**
werbemittel@weka-fachmedien.de

**Terms of payment:**
Bankverbindung: HypoVereinsbank München,
Account No. 35 704 981, Bank code: 700 201 70
IBAN: DE37 7002 0270 0035 7049 81
SWIFT (BIC): HYVEDEMXXX
VAT No.: DE 811 190 616
2 % discount for advance payment within 8 days after date of invoice or net payment within 21 days of invoicing
ENERGIE&TECHNIK reports in each issue about the current market situation of modern energy technology, highlighting technical and economical trends in energy efficiency.

ENERGIE&TECHNIK is published 4 times a year as a bound insert in Markt&Technik

Advertising:
Martina Niekrawietz, International Account, mniekrawietz@weka-fachmedien.de

Digital data transfer:
Julia Hecker, jhecker@weka-fachmedien.de

| Advertising formats and rates 2016 (in €, additional charges discountable) |
|-----------------------------|---|---|---|---|
| Format                      | b/w | 2c | 3c | 4c |
| 1/1 page                    | 6,700.- | 8,050.- | 8,720.- | 9,370.- |
| 2/3 page horizontal         | 4,560.- | 5,480.- | 5,940.- | 6,390.- |
| 2/3 page vertical           | 3,910.- | 4,720.- | 5,090.- | 5,480.- |
| A5 (junior page)            | 3,460.- | 4,150.- | 4,490.- | 4,840.- |
| 1/2 page horizontal         | 2,340.- | 2,820.- | 3,070.- | 3,290.- |
| 1/2 page vertical           | 1,790.- | 2,140.- | 2,320.- | 2,500.- |
| 1/3 page horizontal         | 1,200.- | 1,450.- | 1,580.- | 1,690.- |
| 1/3 page vertical           | 930.- | 1,100.- | 1,190.- | 1,300.- |
| 1/6 page horizontal         | 480.- | 570.- | 620.- | 670.- |
| 1/6 page vertical           | 7,500.- | 7.00 | 8.40 | 9.10 | 9.80 |
| Cover page                  | 2,900.- | non discountable | 4,800.- |
| case study                  | 1/1 page | non discountable | 2,900.- |
| 2/1 pages                   | 4,800.- |
| company portrait            | 1/4 page | 980.- |
| 1/2 page                    | 1,800.- |
| 1/1 page                    | 2,900.- |
| 2/1 pages                   | 4,800.- |

more formats on request
General Terms and Conditions for Advertisements and Advertising of WEKA FACHMEDIEN GmbH (August 2015)

1. An “order” in the sense of the general terms and conditions that follow is a contract relating to the publication of one or more advertisements of any content, in any space buyer in any format, in any of the publications of WEKA FACHMEDIEN GmbH, or in particular to the placement of online advertising on the web sites of the publisher. These terms and conditions will also apply to an order for third-party inserts in the magazines of WEKA FACHMEDIEN GmbH or in particular to the insertion of advertising material, pop-ads, special interest and key points campaigns.

2. Differing, conflicting or supplemental general terms and conditions of advertising clients will not be recognized as an integral part of the contract, unless the publisher expressly agrees to them.

3. The publisher may alter the terms and conditions at any time. They will inform their clients in good time of any alteration, at the latest one month in advance. The publisher is authorized in particular in the event of the ineffectiveness of a term or condition, to add to or replace the inserted text or description, and upon the insertion into the advertisement, the publisher is under contract to adapt the affected terms and conditions to suit the purpose of the altered legal situation.

4. The acceptance of an order for the insertion of advertising material in the publication is a contract. The publisher reserves the right to change the date of insertion of the advertising material in the publication.

5. Should an advertising agency commission advertising orders on behalf of third parties, the contract will be concluded strictly with the advertising agency and not with its ordering party. If the ordering party of the advertising agency is to be the contractual partner, it will be named by the advertising agency in the order and the issue of the order to the advertising agency verified in writing.

6. Advertising brokers and advertising agencies are duty bound to abide by the price list of the publisher in their proposals, contracts and billing with advertising clients.

7. The client is not entitled to the inclusion of advertisements in certain numbers, certain editions or at certain places of magazines. The publisher is authorized in particular to insert advertising material in the publication such that the placement of online advertising will be made reasonably seen fit with the greatest possible consideration of the client’s interests. The client is not entitled to placement of online advertising at a certain position of the particular web site. The publisher reserves the right to change the date of appearance of online advertising for technical or other comprehensible reasons.

8. The client may cancel orders for online advertising after conclusion of the contract. Cancellation must be in writing. The publisher will terminate the insertion of online advertising immediately after receipt of the cancellation.

9. Cancellation fee online: Cancellation until two weeks before the commencement of insertion is free of cost. In the event of cancellation within a shorter term the publisher is entitled to bill the following costs: - 30% of the net value of the order for cancellation less than two weeks before the commencement of insertion; - 50% of the net value of the order in case of commencement of publication; - for cancellation after the commencement of insertion 50% of the net value of the order that is still due at the time of terminating insertion of online advertising. The price of online advertising already inserted will also be billed.

10. Termination of contracts: Cancellation is possible free of charge until the closing date.

11. Different to the above provisions, cost-free cancellation of scheduled postings is only possible until two weeks before the date of insertion at the latest.

12. The publisher reserves the right to decline advertisement orders, also single insertions, advertisement texts and supplement orders because of the content. In this case, the order is void according to the facts. The client violates laws or official stipulations, or their publication is unacceptable for the publisher. Supplement orders are not binding for the publisher until the presentation of a specifically written order confirmation.

13. In the case of delayed delivery of advertising material or failure to supply advertising material, the client must inform the publisher without delay. If a proof of delivery of advertising material is not achievable, in the case of digital ready to print copy the client undertakes to deliver proper copy, complying in particular with the format or the technical requirements of the publisher.

14. All services rendered by the publisher are subject to punctual fulfillment and execution of obligations and assistance on the part of the client. In the case of audio and/or video linked advertising (e.g. banners that cause a pop-up window to open when clicked on, in which audio and/or video content is reproduced) the client is responsible for concluding the necessary agreements with GEMA [society for musical performing and reprographic rights], the client affirms that they will abide by the precepts of the German Telemedia Act (TMG) and/or of the Interstate Broadcasting Treaty (RTSv) as well as the Federal Data Protection Act (BDSG) in the collection, the transmission and the utilization of personal data.

15. If the client does not pay in advance, the invoice will be sent immediately or within 14 days of publication of the advertisement. Prices for advertising material are taken from the valid price list. Price reductions resulting from changed terms and conditions apply immediately to ongoing orders. Prices increase once a month after announcement of the terms and conditions. If payment for online advertising is billed on a CPM basis, the publisher will inform the client on request of the number of ad impressions, the ad click ratio (rate of ad clicks to ad impressions) of the web sites where the online advertising of the client is placed or, if payment is billed on a pay-per-click basis, of the number of actual clicks.

16. Payment is due within the term shown on the price list, that is unless from case to case a different term of payment or advance payment is agreed in writing. Any discounts for early payment are granted according to the price list. Agreed or allowed discounts for the insertion of a number of advertising means or upon the conclusion of Blanket orders are only valid if the particular quantity and the time frame are adhered to. Non-adherence to the agreed quantity or time frame, the publisher is entitled to recalculates the discount proportionally to the difference between the discount granted and that corresponding to the actual quantity.

17. Should the client fail to pay within the agreed period the publisher will charge interest of 8% above the prime lending rate will be billed or, if the client is a consumer in the sense of para. 13 of the German Civil Code, for at the prime lending rate. Upon default of payment the publisher may put further execution into effect, the impairment of the creditworthiness is not considered to be a reason for such a measure. Evidence must be produced before claiming such interest. The publisher will not be responsible for delays in performance resulting from force majeure (strike, lockout, disruption of operations, etc). After removal of the obstruction the publisher can immediately publish advertisements in the next possible issue of the publication and online advertising, the client thereby waives any right to payment.

18. Alterations or additions to general terms and conditions must be communicated in writing, by telefax or by e-mail. That also applies to alterations to this clause. The publisher reserves the right to change the terms or condition of these terms and conditions and such changes shall not affect the operativeness of the remaining terms and conditions. An inoperative term and condition is to be replaced by a term and condition that comes closest to the intended business import of the term and condition now considered inoperative.

19. The client avouches that they are entitled to set the hyperlinks connected to the online advertising. The client furthermore affirms that they will maintain all the advertising links they set, and all space buyer and the space buyer owner shall be entitled to retract such links without notice, in particular to retract such links for reasons that are the client’s responsibility. Such links shall be deleted, if the client is not the owner of all rights of use to the advertising material necessary for publication and distribution. In this respect they indemnify the publisher from all claims by third parties, and grant the publisher the rights necessary for qualification of the publishing advertising material.

20. The client acknowledges that they are the unconditional owner of all rights of use to the advertising material necessary for publication and distribution.