

Our experience has value. We have been with you since May 2000, providing reliable and valuable industry information. Our long-standing commitment means that you can be sure that the materials published on our new plastics.online portal are guaranteed to be of the highest quality. Explore the world of plastics with plastics.online. Experience is our advantage and makes us a leader in the field of industry information. **Join us to benefit from our extensive experience.**

Our mixed billing model based on **CPM (cost per mille - cost per thousand displays)** and **month-to-month arrangement** is often found in many reputable industry portals in Western Europe. Its advantage over the simple flat fee model, in which the price of a banner is determined solely per display over a specified period of time, e.g. a month, regardless of the number of visits, lies in the guarantee that the advertiser gets what he pays for.

The banner broadcast is sold in a mixed set of displays and time. It lasts for at least one month if the target number of impressions is reached, or for any length of time until the target, purchased number of impressions is reached. If necessary, sets can be bought back at any time (as long as the space is still available).

**A sponsored article** is a text of approx. 3,000 characters with 1-2 images with any plastics industry-related content. It is visible on the website's homepage for 2 weeks. After this time, the article is moved to further positions in the relevant section (off the homepage), but remains permanently on the portal.

## Price list for banners

**1200x160 banner on homepage in 1 by 4 rotation:**

**Top of page:**

**540 euro** for 1 cpm or 1 month

**On another position:**

**400 euro** for 1 cpm or 1 month

**Banner 380x220**

**180 euro** for 1 cpm or 1 month

**1200x160 banner at the top on subpages in 1 by 4 rotation:**

**400 euro** for 1 cpm or 1 month

**380x220 side banner on subpages::**

**140 euro** for 1 cpm or 1 month

**Sponsored article, publication on the main page for 2 weeks**

**270 euro**

Prices are valid except for the period (01.05 - 30.05.2024), in May surcharge +30%.