

WEBSITE
BANNER

NEWSLETTER
ADVERTISING

Quality information since 2011

Publisher: Bärbel Schwertfeger
Advertisements: Thomas Graf
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Email: tgraf@mba-journal.de
Internet www.mba-journal.de
Frequency of publication: Monthly (10 issues per year)
Payment terms: Invoices are due upon receipt and payable within 10 days after the date of the invoice, without deductions.
Format: DIN A4 (210 mm width x 297 mm height)
Type area: 180 mm width x 275 mm height
Number of columns: 3 / 54.5 mm
 1 column = 54.5 mm
 2 columns = 117.5 mm
 3 columns = 180 mm
Distribution: More than 500 high quality addresses, based on double opt-in
Delivery: By email
Publication dates: See Publication Schedule
Copy date: See Publication Schedule
Cancellation possible until: Three working days prior to publication

Description of the publication: The MBAintern newsletter once a month concisely combines up-to-date information on all aspects of advanced management training. In addition to news from the international MBA market and the field of Executive Education, the MBAintern newsletter provides background reports on developments at international business schools. The editor-in-chief is Bärbel Schwertfeger, one of the leading experts in the fields of MBA and management development and owner of the platform www.mba-journal.de. MBAintern advertisements can be combined with banners at the MBA Journal website (cf. below).
Data Delivery: Digital printing materials in the form of high-definition (printer-optimised) PDF files (composite) – pdf Version 1.3; Resolution 250-300 dpi.
Linking: Ads are displayed with one link. Each additional link costs 50 euros. Please notify if you wish book additional links.
Colour: 4c-standard colours (Euro scale)
Discounts/ Frequency discount: For advertising space purchases within one financial year / bulk discount (calendar year = financial year) 3 = 3%, 5 = 5%, 10 = 10%

PUBLICATION SCHEDULE 2017

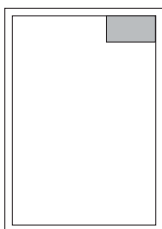
	Publication Date	Deadlines for advertising copy and printing materials
February	07 February 2017	31 January 2017
March	07 March 2017	28 February 2017
April	04 April 2017	28 March 2017
May	02 May 2017	25 April 2017
June	06 June 2017	30 May 2017
July	04 July 2017	27 June 2017
September	05 September 2017	29 August 2017
October	03 October 2017	26 September 2017
November	07 November 2017	31 October 2017
December	05 December 2017	28 November 2017

Book through:

Thomas Graf
tgraf@mba-journal.de

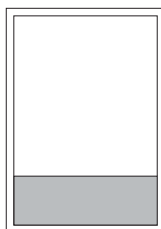
Image Ads

Cover Page



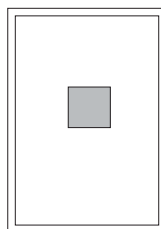
Format: Masthead ads
54.5 x 31 mm

Price: EUR 500,-
Price per single placement



Format: Strip ad
180 x 65 mm

Price: EUR 750,-
Price per single placement



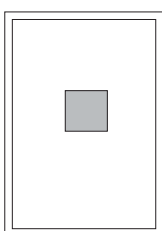
Format: 1/16 page
54.5 x 54 mm

Price: EUR 250,-
Price per single placement

Book through:

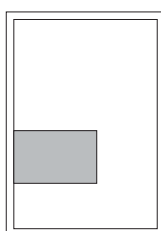
Thomas Graf
tgraf@mba-journal.de

Other formats



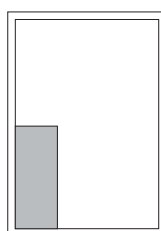
Format: 1/16 page
54.5 x 54 mm

Price: EUR 100,-
Price per single placement



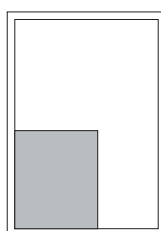
Format: approx. 1/8 page
117.5 x 66 mm

Price: EUR 150,-
Price per single placement



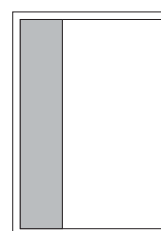
Format: 1/6 page
54.5 x 136 mm

Price: EUR 200,-
Price per single placement



Format: approx. 1/4 page
117.5 x 136 mm

Price: EUR 300,-
Price per single placement



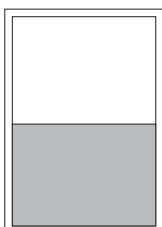
Format: 1/3 page (portrait format)
54.5 x 275 mm

Price: EUR 400,-
Price per single placement



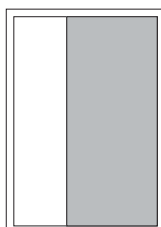
Format: 1/3 page (landscape format)
180 x 90 mm

Price: EUR 400,-
Price per single placement



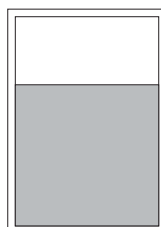
Format: 1/2 page
180 x 136 mm

Price: EUR 600,-
Price per single placement



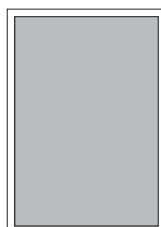
Format: 2/3 page (portrait format)
117.5 x 275 mm

Price: EUR 800,-
Price per single placement



Format: 2/3 page (landscape format)
180 x 183 mm

Price: EUR 800,-
Price per single placement



Format: 1/1 page
180 x 275 mm

Price: EUR 1.200,-
Price per single placement

Job advertisements

1/2 page: 180 x 136 mm
EUR 300,-
Price per single placement

School Profile*

1/2 page: 180 x 136 mm
EUR 600,-
Price per single placement

* One school profile per issue. Alternate date after consultation. For more details see separate price list.

Flexible package options (MBAintern Newsletter and MBA Journal Website)

Flexi-Small-Package A

Fixed price: EUR 1.250,-

3 x MBAintern Newsletter, 1/4 page and
3 x MBA Journal Website,
Tall-Banner (300 x 120 pixels)

Package A

Fixed price: EUR 2.500,-

7 x MBAintern Newsletter, 1/4 page and
7 x MBA Journal Website,
Tall-Banner (300 x 120 pixels)

Flexi-Small-Package B

Fixed price: EUR 1.750,-

3 x MBAintern Newsletter, 1/3 page and
3 x MBA Journal Website,
Tall-Banner (300 x 120 pixels)

Package B

Fixed price: EUR 3.750,-

7 x MBAintern Newsletter, 1/3 page and
7 x MBA Journal Website,
Tall-Banner (300 x 120 pixels)

Flexi-Small-Package C

Fixed price: EUR 2.500,-

3 x MBAintern Newsletter, 1/2 page and
3 x MBA Journal Website,
Tall-Banner (300 x 120 pixels)

Package C

Fixed price: EUR 5.000,-

7 x MBAintern Newsletter, 1/2 page and
7 x MBA Journal Website,
Tall-Banner (300 x 120 pixels)

Payment for the fixed price is due in one sum following publication of the first ad.
Ad placement is flexible within a calendar year through the booked combination package.