

# 2020

## ingacademy.de Media Data and Price List



Price List No. 15 – valid from 01.01.2020

# ingacademy.de

THE EDUCATION PORTAL FOR ENGINEERS

Concept	_ 2
Advertising Formats / Prices	_ 3
Technical Information	_10
General Terms and Conditions	_12
Contact	_14

## ingacademy.de – Education for Engineers.

ingacademy.de is a special interest platform for engineers.

The education information platform has been in existence since 2002 and specifically targets engineers who are interested in professional development. It offers key information on career and education in a clear and compact format:

- Events calendar with selected education events,
- Education fairs with services and products of high quality education providers,
- Campus with sophisticated scholarships for management focused education,
- ingacademy News, the latest information free of charge by newsletter.

## Online. Print. Event.

### **Advertise successfully with ingacademy.de!**

ingacademy.de is the ideal advertising platform for education providers specifically targeting engineers interested in developing their careers through further education. Whether you are a private or public education provider, research institute, institution of higher education, MBA provider, fair organiser, publisher or association – the attractive advertising offers on ingacademy.de make it easy for you to successfully and efficiently reach your target group.

In addition to our online advertising options on ingacademy.de we also offer advertising opportunities in VDI nachrichten, Germany's largest weekly newspaper for technology, the economy and society, in the special supplements MBA for Engineers and Ingenieur Karriere, as well as participation in recruiting events organised by VDI nachrichten.

### **We would be delighted to discuss your ideal advertising options and put together a proposal for you. Feel free to contact us on:**

Dr. Harald Lisson  
Director ingacademy.de  
Telephone +49 211 9389-6108  
Fax +49 211 9389-6107  
E-Mail [hliisson@ingacademy.de](mailto:hliisson@ingacademy.de)  
[www.ingacademy.de](http://www.ingacademy.de)

## Online Advertising

In what follows we introduce the online advertising formats which are currently available on ingacademy.de and reach a targeted audience of engineers who are interested in further education offers.

### Newsticker

Promote your education events in our Newsticker on the ingacademy.de homepage, on the events calendar pages or in the education fair section. The highly visible placement of the Newsticker guarantees a high level of attention among users.

Duration	Booking Unit	Price
2 weeks	Text entry, max. 150 characters	200 EUR

### Content-Banner/Teaser

Place your banner within the content area of ingacademy.de's homepage or make use of a teaser column on ingacademy.de, ensuring high visibility on all pages.

Duration	Booking Unit	Price
2 weeks	Banner: 468 x 60 Pixel max.	300 EUR
	Teaser: 300 x 250 Pixel max.	300 EUR

### Newsletter ingacademy News

ingacademy News provides information on education offers, events and specialist literature for subscribers every second Wednesday in a month, free of charge.

Capture the attention of subscribers for your seminar offers, study programmes, your institution or special offers by booking your text entry in ingacademy News. As a key feature of your advert you may include, for example, a link to a special education offer, exclusive to ingacademy News subscribers. This could be an event, or a special campaign, a scholarship offer or something similar, which would be announced on ingacademy.de.

Duration	Booking Unit	Price
Per issue	Text entry, max. 1,000 characters including your logo, one jpg or gif image	300 EUR
Booking deadline is the second wednesday of each preceding month		

### ingacademy

The ingacademy.de events calendar presents the latest education events for engineers, primarily offered in the German-speaking region. Easy to navigate search functions allow users to find suitable events and offers quickly.

Enter the dates and information on your education events or seminars directly into the events calendar and attract new participants.

Duration	Booking Unit	Price
6 months	Unlimited number of entries in the events calendar	350 EUR
12 months	Unlimited number of entries in the events calendar + 1 text entry in the newsticker + 1 text entry in the newsletter	500 EUR

### ingacademy Plus

Present your full education offer in detail at ingacademy.de education events. Included in your provider profile booking is the opportunity to present a detailed description of your education products and services, and link to them directly. Additionally, your education events will be listed in the ingacademy.de events calendar. These entries will be highlighted graphically and link to your profile, so that users are able to quickly access all relevant information about your education offers.

With ingacademy Plus you are also highly visible to newsletter subscribers and are able to benefit from a very attractive price package.

Duration	Booking Unit	Price
6 months	1 provider profile + entries into the events calendar + 1 text entry in the newsticker + 1 text entry in the newsletter	800 EUR
12 months	1 provider profile + entries into the events calendar + 1 text entry in the newsticker + 1 text entry in the newsletter	1,200 EUR

### ”ingacademy Executive“ – Scholarships for Engineers

Choose a programme from your current portfolio and promote it with one or more scholarship offers on the Campus section of ingacademy.de and win over new potential candidates for your education offers.

Since 2008, VDI nachrichten has been offering scholarships on Campus on a regular basis. Benefit from this innovative promotional platform and offer your scholarships to interested engineers.

This might also interest you: the VDI nachrichten scholarship conferences, which have been taking place since 2010, offer the opportunity to present your scholarships specifically to engineers. VDI nachrichten moderates the conferences online and supports the event with editorials and advertisements in various publications.

Duration	Booking Unit	Price
6 months	1 scholarship offer on Campus + 1 text advert (10 lines at 65 characters each) + 1 text entry in newsticker + ingacademy Plus + your scholarship catalogue at min. 6 VDI nachrichten recruiting days	1,700 EUR
12 months	2 scholarship offers on Campus + 2 text adverts (10 lines at 65 characters each) + 2 text entries in newsticker + ingacademy Plus + your scholarship catalogue at min. 12 VDI nachrichten recruiting days	2,800 EUR

## Online Print Combo

Increase your advertising reach by combining the attractive ingacademy.de Plus online offer with an advert in our print media VDI nachrichten. This allows you to be present at ingacademy education events and simultaneously reach 350,000 reader per edition (AWA 2019) with 242,000 decider (LAE 2019) by advertising in VDI nachrichten, Germany's influential weekly newspaper for technology, the economy and society.

MBA for Engineers is issued twice a year as a special supplement to VDI nachrichten and targets specifically engineers interested in further education in management and science.

The magazine 'Ingenieur Karriere' is also issued twice a year as a supplement in VDI nachrichten and is additionally distributed independently as a free sheet at faculties of technology in institutions of higher education. In addition to reaching VDI readers your advertisement in 'Ingenieur Karriere' communicates to an audience of students, career entrants and young professionals.

### Publication Dates 2020

Title	Publications Dates	Booking Deadlines	Print Run
MBA for Engineers	06.03. 09.10.	19.02. 23.09.	155,000 155,000
Ingenieur Karriere	17.04. 23.10.	31.03. 06.10.	210,000 200,000

\* incl. E-Paper



### Combine booking duration and units as you wish

your advantage: 10% combo-discount

Duration	Booking Unit	Price
6 months	ingacademy Plus 1 provider profile + entries in the events calendar + 1 text entry in the newsticker + 1 text entry in the newsletter	720 EUR*
12 months	ingacademy Plus 1 provider profile + entries in the events calendar + 2 text entry in the newsticker + 2 text entry in the newsletter	1,080 EUR*
Publication date of your choice	Advertisement in VDI nachrichten in the section "Weiterbildung", Format of your choice	5.90 EUR per Column / mm incl. colour
Publication date of your choice	Advertisement in Ingenieur Karriere or MBA for Engineers, Format of your choice	7.30 EUR per column / mm incl. colour

\* Rates are valid only in combination: ingacademy Plus with at least one advertisement. The publication date of the advertisement must fall within the booking period for ingacademy Plus.

### Formats for Ingenieur Karriere and MBA for Engineers

Magazine format: width: 285 mm x height: 400 mm

Type area: width: 249 mm x height: 371 mm

Width	Height
1 column: 40mm	minimal: 10mm
2 columns: 82mm	maximal: 371mm
3 columns: 123.5mm	
4 columns: 165mm	
5 columns: 207mm	
6 columns: 249mm	

### Formats / pricing examples

2., 3. and 4. cover	249 x 371 mm (W x H)	11,900 EUR
1/1 page:	249 x 371 mm (W x H)	10,900 EUR
Magazin corner:	198.5 x 270 mm (W x H)	7,500 EUR
1/2 page corner:	198.5 x 231 mm (W x H)	5,890 EUR
1/2 page horizontal:	249 x 186 mm (W x H)	5,890 EUR
1/3 page horizontal:	249 x 124 mm (W x H)	4,300 EUR
1/4 page corner:	148 x 157 mm (W x H)*	3,450 EUR
Seminar advertisements:	pro mm – column (40 mm)	7.30 EUR

\* not alone standing

all prices plus VAT

### Multi-booking discount print

5% discount for bookings of 2 print ads



### Pricing calculations for advertising formats

The advertising price is calculated as rate per column x number of columns x height in mm

### Formats for VDI nachrichten

Width	Height
1 column: 40 mm	min.: 10 mm
2 columns: 82 mm	max: 371 mm
3 columns: 123.5 mm	
4 columns: 165 mm	
5 columns: 207 mm	
6 columns: 249 mm	

Your advertisement in VDI nachrichten appears in the section “Weiterbildung”.

As an alternative to the column rate of 5,70 EUR per column/mm incl. colour you can choose to book our attractive special rates for fixed formats – no additional discounts apply for these rates.

Fixed formats for VDI nachrichten Width x height in mm	Special price incl. colour
82 x 30	260 EUR
82 x 50	425 EUR
82 x 100	850 EUR
123.5 x 80	990 EUR
123.5 x 120	1,490 EUR

## Online Event Combo

Present your institution or offers online with ingacademy Plus and in person by participating at the VDI nachrichten Recruiting Days. Introduce your education offers to a relevant and interested audience at our careers fair. Engage with experienced engineers, technical professionals and managers, young professionals and professionals face-to-face on location.

It is also possible to distribute your promotional material at the events without participating in person at the Recruiting Days.

Duration	Booking Unit	Prices*
6 months	ingacademy Plus:	720 EUR
12 months	1 profile presentation + entries in the event calendar + 2 text entries in the newsticker + 2 text entries in the newsletter	1,080 EUR
Dates of your choice	Fair package Recruiting Day 12sqm exhibition area, including partition wall, 1 table with two chairs, 1 bistro table with 1 stool, electric outlet catering, promotion of the event by VDI Verlag	2,965 EUR
Dates of your choice	Distribution of promotional material at Recruiting Day(s)	195 EUR

\* Rates are valid only in combination:  
ingacademy Plus with participation in at least one Recruiting Day.

### Multi-booking discount Recruiting Day

5% when booking 2 – 3 dates, 10% when booking 4 or more dates

### Recruiting Day dates 2020

Venue	Dates 2020	Booking Deadlines
Dortmund, Kongresszentrum Westfalenhallen	14.02.2020	06.01.2020
Mannheim, Congress Center Rosengarten	03.03.2020	21.01.2020
München, MOC Veranstaltungszentrum	12.03.2020	30.01.2020
Ludwigsburg, Forum am Schlosspark	20.03.2020	07.02.2020
Hamburg, Handelskammer	16.04.2020	05.03.2020
Frankfurt, Kap Europa	24.04.2020	13.03.2020
Düsseldorf, Maritim	08.05.2020	27.03.2020
Berlin, Estrel Hotel	27.08.2020	16.07.2020
Dortmund, Kongresszentrum Westfalenhallen	04.09.2020	24.07.2020
Stuttgart, Liederhalle	22.09.2020	11.08.2020
Darmstadt, darmstadtium	25.09.2020	14.08.2020
Karlsruhe, Kongresszentrum	06.10.2020	25.08.2020
Köln, Maritim	08.10.2020	27.08.2020
Nürnberg, Meistersingerhalle	15.10.2020	03.09.2020
Augsburg, Kongress am Park	22.10.2020	10.09.2020
Hamburg, Handelskammer	28.10.2020	16.09.2020
Hannover, Congress Centrum	10.11.2020	29.09.2020
Ludwigsburg, Forum am Schlosspark	13.11.2020	02.10.2020
München, MOC Veranstaltungszentrum	19.11.2020	08.10.2020

## Technical requirements for advertisements in VDI nachrichten

**Digital print materials****Operating systems:** Windows and Mac OS**Programmes:** InDesign CC (2017), Illustrator CC (2017).  
(max. version)**File formats:** PDF, EPS

All fonts and images used must be delivered with the files. Colour images in CMYK. Texts can alternatively be converted into vector paths (exported as curves).

**Email:** anzeigen@vdi-nachrichten.com**Hard copy print materials****Printing process:** Coldset, rotation print**Type area:** 249 mm x 371 mm

<b>Advertising columns:</b>	1 = 40 mm	4 = 165 mm
	2 = 82 mm	5 = 207 mm
	3 = 123,5 mm	6 = 249 mm

**Process standard:** Process standard newsprint  
"ISOnewspaper26v4.icc"**Colour:** Colour standard ISO 2846-2  
Spot colours are comprised of CMYK, based on HKS-Z standards.**Print format:** Offset negative plates**Copy process:** Computer to plate**Grid width:** 48 line/cm**Grid point:** Moderate chain dot**Tonal range:** Light tones 3 %, dense tones 90 % coverage.  
Mid tones (40 %) might gain a point addition of ca. 26 %.**Screen angles:** C = 15°, K = 135°, M = 75°, Y = 0°**Target density in production run:** C (Cyan) = 0,90;  
K (Black) = 1,10;  
M (Magenta) = 0,90;  
Y (Yellow) = 0,90**Ink coverage:** Max. 240 %**Colour separation:** Spot colours must be supplied separately.  
No RGB or LAB files. Colour values can be provided upon request.**Image resolution:** 240 dpi for colour and grey-scale images  
1,270 dpi for line drawings

Please use "ISOnewspaper26v4.icc" for your colour management workflow.

**Minimum font size:** Positive 6 pt  
Negative 8 pt  
Grid: 12 pt**Minimum line width:** Positive 0.5 pt  
Negative 1 pt

**Organisational requirements****Digital print files**

**Data characteristics:** A booking folder that contains all elements required for the production of the advert, including a text file with information about the client / image, advert size, publication date, sending address, contact, telephone and fax numbers.

**Additional documents:** For all advertisements we receive colour and layout samples for reference.

**Additional information:** Prior to each ISDN transmission the advertising department must be in possession of the booking form submitted by the client as well as a copy of the advert. The booking form must indicate the printing material as per ISDN, as well as the transmitter and a contact name and telephone number.

**Advertising deadlines are the same as for analogously delivered advertisement copy.**

**Contact:** Telephone: +49 211 6188-136 or -460  
Fax: +49 211 6188-212

## General terms and conditions of ingacademy.de

### Service package:

Placement of provider profile, placement of entries in the events calendar

#### 1. Service provisions: ingacademy.de

1.1 ingacademy makes available web-space for the education provider on the ingacademy.de provider database for a profile presentation.

1.2 If required, the education provider receives access to the CMS via username and password, so that they may update their data independently and at any time.

1.3 The education provider can place their profile online, along with their current education offers. The service provision exclusively comprises information supported by the entry mask on ingacademy.de

1.4 Service package bookings must be made in writing via the dedicated booking form. The education provider bears the risk of unsolvable errors in transmissions.

1.5 All offers are non-binding. A written booking confirmation by ingacademy.de is required to make the agreement binding. This confirmation may be substituted by the activation of the provider's username and password and/or by invoicing or receipt of the invoiced amount.

1.6 In case of unavailability of services, ingacademy reserves the right to withdraw from the contract. It commits to informing the provider without delay about the withdrawal and to reimburse any moneys already paid by the provider

#### 2. Granting of Rights

2.1 The provider specifically grants ingacademy online-, access- and transmission rights, as well as the right to make the data available on demand, the broadcasting rights, the copyrights and distribution rights and the archiving and database rights.

2.2 The granting of rights is valid only for the duration of the respective agreement within the framework of the service package.

2.3 ingacademy is entitled to transfer the rights of use to a third party if this third party has been hired by ingacademy for the creation and realisation of ingacademy.de

#### 3. Legal Warranty, Assurances

3.1 The provider warrants to be the rightful owner of the rights granted to ingacademy within this agreement, specifically the required copyrights and rights of use. The provider furthermore warrants that the personality rights of third parties or other rights are not breached by the contractually agreed utilisation of contents and is solely responsible for the contents.

3.2 The provider releases ingacademy from any claims made by a third party in connection with the contractually agreed utilisation of contents or that arise from noncompliance with provider obligations as per section 3.2

#### 4. Payment

4.1 Prices published online at [www.ingacademy.de/auftragsformular](http://www.ingacademy.de/auftragsformular) apply.

4.2 Upon invoicing, the provider may pay by bank transfer or direct debit and can indicate authorisation for a direct debit on the booking form.

4.3 By submitting the booking form signed by the provider, or upon activation of the access data for ingacademy.de by ingacademy, as per section 1.5, the invoice amount becomes immediately due. Invoices may be sent by normal post or special delivery

#### 5. Warranty and Default

5.1 ingacademy conducts its online services with utmost care. Nonetheless, it may at times occur that an online offer is temporarily unavailable or that access to respective data in the databases is not possible due to technical reasons. ingacademy is not liable in these circumstances, and neither is liable for the utility of the retrieved data for the user.

5.2 No warranties by ingacademy give rise to an infringement of copyrights during searches, data retrieval or with regards to the contents of the data (i.e. spelling errors) that do not substantially impair the use of the database.

5.3 ingacademy will resolve any disruptions and errors in the contents and functionalities of the database immediately and copyright impairments within an adequate timeframe.

5.4 ingacademy may serve warranty through amendments and compensations. If those fail, the provider is entitled to claim an adequate reduction of the price or to withdraw from the contract, as far as services warranted for a longer duration are concerned. For damage claims, section 6 applies

**6. Liability**

Both parties are liable for compensation, regardless of the legal reason – if intentionally caused in the full amount, – in cases of gross negligence and failure to deliver an agreed property in the amount of the typical and predictable damages that arise from failing to meet the duty of care or assurance of property, – in all other cases of a violation of a substantial contractual obligation, in the event of default or impossibility for typical and predictable damages, in total limited to the maximum invoicing amount for the duration of one year.

**7. Duration of Agreement and Notice**

7.1 This agreement becomes active with the submission of the booking form by the provider. It is valid for the duration booked within the framework of the service packages (see service packages). The duration of the agreement is extended automatically by the duration of the services booked unless the agreement is cancelled by the parties one month prior to its expiration.

7.2 ingacademy reserves the right to terminate the agreement without notice in case of non-fulfilment of substantial contractual obligations by the provider. This applies in particular when the provider jeopardises the quality standards of ingacademy.de by, for example, failing to update the content or delivering incomplete content in the provider profile.

7.3 The right to terminate without notice also applies when the suspension of ingacademy.de becomes necessary due to technical or economic reasons. In this instance, the payment obligation of the provider ceases. An adequate reimbursement of any excess amounts paid in relation to the services delivered will be made.

7.4 Withdrawals from the agreements must be made in writing and can be made without indicating a reasons for the withdrawal within 14 days after entering into the agreement

**8. Governing Law**

German law applies, with the exclusion of the UN sale of goods law. If the contract party is a merchant, a legal entity under public law or a special fund under public law the parties hereto agree to have Düsseldorf as the place of jurisdiction for all disputes arising from this contract. This also applies for persons who do not have a general place of jurisdiction in Germany or persons who have changed their place of residency to outside of Germany after entering into the agreement or whose general place of residence or common domicile is unknown at the time of the complaint being raised.

ingacademy.de

**ingacademy**

Dr. Harald Lisson e. K.  
Director ingacademy.de  
Telephone +49 211 9389-6108  
Fax +49 211 9389-6107  
hlisson@ingacademy.de

Advertisements VDI nachrichten

**VDI Verlag GmbH**

Carrying out Advertisements  
Annette Fischer  
Telephone +49 211 6188-460  
Fax +49 211 6188-212  
anzeigen@vdi-nachrichten.com

Recruiting Events

**VDI Verlag GmbH**

Marketing  
Silvia Becker, Franziska Opitz, Ana Mihaleva  
Telephone +49 211 6188-170/-377/-374  
Fax +49 211 6188-430  
sbecker@vdi-nachrichten.com  
fopitz@vdi-nachrichten.com  
amihaleva@vdi-nachrichten.com

ingacademy

Dr. Harald Lisson e.K.

An der Garather Motte 13, 40595 Düsseldorf

Telephone +49 211 9389-6108

Fax +49 211 9389-6107

info@ingacademy.de

www.ingacademy.de

Price List No. 15 – valid from 01.01.2020

ingacademy.de

THE EDUCATION PORTAL FOR ENGINEERS