

# PRO-4-PRO.com

## Brief introduction

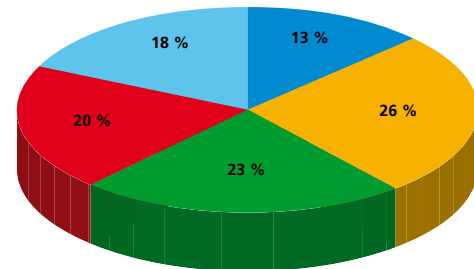
PRO-4-PRO.com is the online platform of GIT PUBLISHING for your product advertising. It is an ideal addition to the other advertising possibilities of GIT PUBLISHING. PRO-4-PRO's clear structure as well as its cross-sectoral/ interdisciplinary classification guarantees an optimal presentation and easy identification of your company and your products. Our PRO-4-PRO.com service is mainly used by managing directors, technical designers, developers, scientific specialists and buyers, in order to research information on product novelties. Comfortable search functions deliver fast and effective search results. Monthly newsletters for selected interest areas continuously inform the users about newest industry product innovations. Interactive trade fair specials, a meeting calendar, and a newsboard are some further components of PRO-4-PRO.com which round off the portfolio.



- ▶ 62,000 Visitors per month (average value from Mai 2008 till Mai 2009)
- ▶ clear structure
- ▶ multiple classification (by industry) of your products
- ▶ individual optimisation for search engines (e.g. google)
- ▶ sector specific Newsletter Service
- ▶ ideal and optimal banner placement in relevant segments

## User Profile

- managing director
- project manager
- department manager
- constructor
- product manager



# YOUR PROMOTIONAL OPTIONS

## Advertising on PRO-4-PRO.com



The advertisement features the Bosch logo at the top left. Below it, the company name "Bosch Sicherheitssysteme GmbH" is listed along with its address: "Robert-Koch-Str. 100, D-85521 Ottobrunn". Contact information includes a telephone number (+49 (0)800/700 04 44), a fax number (+49 (0)800/700 00 80), and a website URL (www.bosch-sicherheitssysteme.de). On the right side, there are three rounded rectangular buttons: "E-Mail Request", "Company Website", and "Company Profile".

### Basic entry:

All relevant contact details, company logo, web link, keywords.



A horizontal banner advertisement for GEUTEBRÜCK. It features a dark background with a white monitor displaying a video feed. The text "by GEUTEBRÜCK" is prominently displayed in white, with "NEW!" written in red on a diagonal banner in the top right corner.

### Banner ad:

Positioning in relevant segments incl. newsletter, or at the sector front pages

Sizes: **Fullsize (468 x 60 Pixel)**  
**Leaderboard (728 x 90 Pixel)**  
**Wide Skyscraper (160 x 600 Pixel)**



The advertisement is titled "Bosch Video Management System: A unique video security solution across any IP network". It includes a list of benefits: "Business management of video, audio and data over IP", "Scalable solution allows for future expansion", and "Reduces installation and maintenance costs". A central image shows a person at a computer monitor displaying multiple video feeds. Below the image is a "Click here to magnify" link. To the right, there is a small version of the Bosch logo and company name, followed by a "Company's contact details ..." link. A sidebar on the right contains a "Additional information" section with links for "Request by e-Mail", "Product literature", "Add to clipboard", and "Send link". At the bottom, there is a "Clipboard" section that is currently empty.

### Product entry:

Detailed text highlighted with no limit of characters, images, deep links, PDF data sheets, video streams. Each product entry is promoted in the newsletter.

# YOUR PROMOTIONAL OPTIONS



**Bosch Security Systems offers innovative security and communication products and solutions**

Bosch continues to support customers meet the security and communication challenges of today's increasingly unpredictable world.

Since 1886 the Bosch group has been providing technologies that combine innovation, quality and reliability. The company creates more than 3000 pending patents annually and employs more than 225000 people around the world, and has a turnover of Euro 36.4 Billion in 2003. Today, Bosch continues to develop products and services that help to improve the quality of people's lives. As part of this group, Bosch Security Systems has more than 5000 people active in more than 40 countries.

**Product portfolio for on-site shopping**

Bosch's product portfolio consists of Closed Circuit TV systems including storage of the still pictures, Access control systems, Intrusion detection, Fire alarm systems and Security management systems, as

**Bosch Sicherheitssysteme GmbH**

Company's contact details

**Additional information**

- request by e-Mail
- Direct Link
- Press releases**
- Send link

## Company profile:

Detailed texts with no limit of characters, images, deep links, PDF company brochure, video streams such as a classification of product groups or business units.



Click here for product highlights

Click here for the list of exhibitors

Click here to see the floor plan

**Special: L.A.B. 2007**

Trade fair and conference for analysis, lab and laboratory equipment in the UK: 2-4 October 2007, ExCeL, London

The combination of an international fair with the benefits of a seminar such as a visit from a speaker you have wanted to hear is a great idea by organizer Phoenix for the L.A.B. 2007. An ideal opportunity for companies operating worldwide.

Supported by SPICE 2007, the German Medical Laboratory Technology Association and the German Association for Laboratory Medicine, the L.A.B. 2007 is the perfect place to meet.

The arena hosting the conference and fair is the ExCeL London, the largest exhibition and conference centre in Europe.

**LEIPZIG 2007**

L.A.B. 2007 - 2-4 October 2007

Click here to see the floor plan

Click here for the list of exhibitors

Click here for product highlights

Click here to see the floor plan

## Trade show special:

Detailed description, trade show logo, exhibitor list, exhibitor's product highlights, interactive floor plans.

## 3D animation:

Present your products in 3D including 360° view, zoom options and animation of detailed functions.



**Analysenwaage ADT 200 GEN**

3D animation interface showing a product (weighing scale) with navigation controls (360° view, zoom options) and a list of related products below.

## RATES

	RUNTIME 6 MONTHS TOTAL COST €	RUNTIME 12 MONTHS TOTAL COST €
Basic entry	free of charge	
Product entry	285	510
Company profile	–	315
Special agreement	prices on application	
3D product animation	prices on application	
Trade show special	prices on application	

BANNER	PER MONTH €	PER 1,000 ADVIEWS €
Fullsize / Sector welcome page	225	75
Leaderboard / Sector welcome page	300	100
Wide Skyscraper / Sector welcome page	240	80
Fullsize / Segment + newsletter	405	135
Leaderboard / Segment + newsletter	495	165
Wide Skyscraper / Segment	345	115
Exclusive button	3,500	–

PACKAGE DEALS		RUNTIME 12 MONTHS* TOTAL COST €
Basic Package	<ul style="list-style-type: none"> <li>- 4 product entries*</li> <li>- 1 product entry in one of GIT VERLAG's trade journals</li> <li>- company profile*</li> <li>- Banner ad for 3 months</li> </ul>	1,640
Basic Plus Package	<ul style="list-style-type: none"> <li>- 8 product entries*</li> <li>- 3 product entry in one of GIT VERLAG's trade journals</li> <li>- company profile*</li> <li>- Banner ad for 6 months</li> </ul>	3,020

### Special agreement

**Procedure** – A unique opportunity to have all your product information sent to us placed on **PRO-4-PRO.com** automatically including all optimisations for the previously agreed time.

**And it cannot be simpler** – Please contact us and we will provide you a tailor made offer for a special agreement.

### Service ▶▶▶

To evaluate the success of your advertising campaigns PRO-4-PRO.com provides a regular response service via e-mail containing detailed statistics. Prospect customer requests are forwarded directly via e-mail, too. For detailed consulting or if you would like to apply changes to an existing presentation please do not hesitate to contact the PRO-4-PRO team.