

Rubric-Advertising

Targeted customer approach

What is Rubric-Advertising?

Prozesstechnik: Welcome to the fields of **Chemical**, **Food&Beverage** and **Pharmaceutical**

Position your Advertisement within the appropriate Topic Environment

In order to achieve sustained Campaign Success, the selection of an appropriate Advertising Medium is a crucial factor.

With the new ad format **Rubric-Advertising** from **Prozesstechnik-online.de** you can reach your Target Group, precisely as you have specified.

To achieve this, your **Rubric-Ad** will be placed on the **Prozesstechnik-online.de** under the Category Heading of **Chemical**, **Food&Beverage** or **Pharma**. In this manner you will automatically reach users in the right environment, those who are specifically interested in your Products and Solutions.

Select your preferred Topic!

Chemical

Plant Engineering
Plant Safety
Valves, Pipes, Seals
Automation
Measurement
Technology
Pumps, Compressors,
Drives
Process Engineering
Packaging Technology

Food&Beverage

Plant Engineering
Valves, Pipes, Seals
Automation
Food Design
Food Safety
Measurement
Technology
Pumps, Compressors,
Drives
Process Engineering
Packaging Technology

Pharma

Plant Construction
Automation
Services
Management
Measurement
Technology
Process Engineering
Packaging Technology

Why should you book a Rubric-Advertisement?

Your clear Advantages with **Prozesstechnik** as a Partner

With the new category of **Rubric-Advertising** your Advertising Message is presented on **prozesstechnik-online.de** precisely where it is editorially appropriate for your chosen Topic. As a consequence:

With your Editorial Text-Image Content, your specified Target Group will directly benefit from clear added value within the appropriate categories: **Chemical, Food&Beverage** or **Pharmaceutical**.



Rapid Deployment

Benefit from the fast Processing and Implementation of your Advertising Measure – the commencement of your Campaign is possible at any time, providing maximum flexibility.



Topic-specific Placement

With the Targeted Placement, you can reach your specified Target Group with pinpoint accuracy, benefitting from a high Affinity and Presence in the Target Market.



Positive Ranking Factor

High-quality Backlink Building will make your Website particularly relevant to Search Engines, boosting your SEO Ranking.



Measurable Advertising Success

After the start of your Campaign, the success can be measured at any time through detailed Reporting, including all relevant KPIs.



High Credibility

Thanks to the free Content, you can share your expertise with the Target Group and simultaneously increase your profile and credibility within the Market.

Rubric-Advertising: What does a Booking include?

Services and Prices

Advertise precisely where you are wanted.

With the new **Rubric-Advertising** format, your Advertising Message is displayed on prozesstechnik-online.de in the **Chemical**, **Pharmaceutical** or **Food&Beverage** categories.

This enables you to address decision-makers and interested parties in the specified Industries in a targeted manner – and benefit from precise Market Communication.



The Placement is limited to an agreed period of time. After this, your Rubric Ad can still be located via the Website Archive.

| Benefit (Duration: 1 or 4 Weeks) | Price |
|---|------------------|
| Presented on all Pages within your Section | |
| Text-Image content for optimal information transport | |
| Link to an unlimited full Text within prozesstechnik-online.de | |
| Continuous Placement within the Website Archive (even after the expiration of the Term) on prozesstechnik-online.de | |
| Package Price : 1 Week | 1,400.– € |
| Package Price : 4 Weeks | 5,200.– € |



Exclusive Ad Format without Rotation

What Data do we require for your Rubric-Advertisement?

Data Delivery

| Required Content | Format | Scope | Additional Details |
|---------------------------|--------------------|---|--|
| Kicker* | TXT, DOC | Max. 50 Characters inc. spaces | Keywords can also be included as an option. |
| Heading* | TXT, DOC | Max. 60 Characters inc. spaces | |
| Article Text | TXT, DOC | Max. 6,000 Characters inc. spaces | |
| Link | TXT, DOC | URL | Enter the URL where you want your Rubric-Ad to Link to. |
| Image** | JPG (RGB), 150 dpi | 694 x 456 Pixels | |
| Extra Pictures (optional) | JPG (RGB), 150 dpi | 2 or 3 Images, 500 x 333 Pixels or 333 x 500 Pixels | |
| Image-Meta-Title | | 30 to 60 Characters | Define the core message of the Image, briefly and concisely. |
| Image-Alt-Text | Word or PDF File | Max. 70 to 100 Characters | For each Image, a short descriptive translation of the visual content. |

*Mandatory to ensure responsive Layout

** Images without Watermarks (or similar)

PLEASE NOTE

Your Rubric-Ad will be integrated into all Editorial Articles of the selected section and marked as an Ad. In order to increase the credibility and usefulness of the Text, we recommend that you refrain from making Advertising Statements within the Text. After the agreed Campaign Period has expired, your contribution can still be located within the Website Archive.



Rubric-Advertising

Our Guideline – this is what your Rubric-Ad should look like

Prozesstechnik – the definitive cross-sector Online Portal for all decision-makers within the Chemical, Pharmaceutical and Food&Beverage Industries.

Advertise precisely within the right Topic Environment and benefit from:

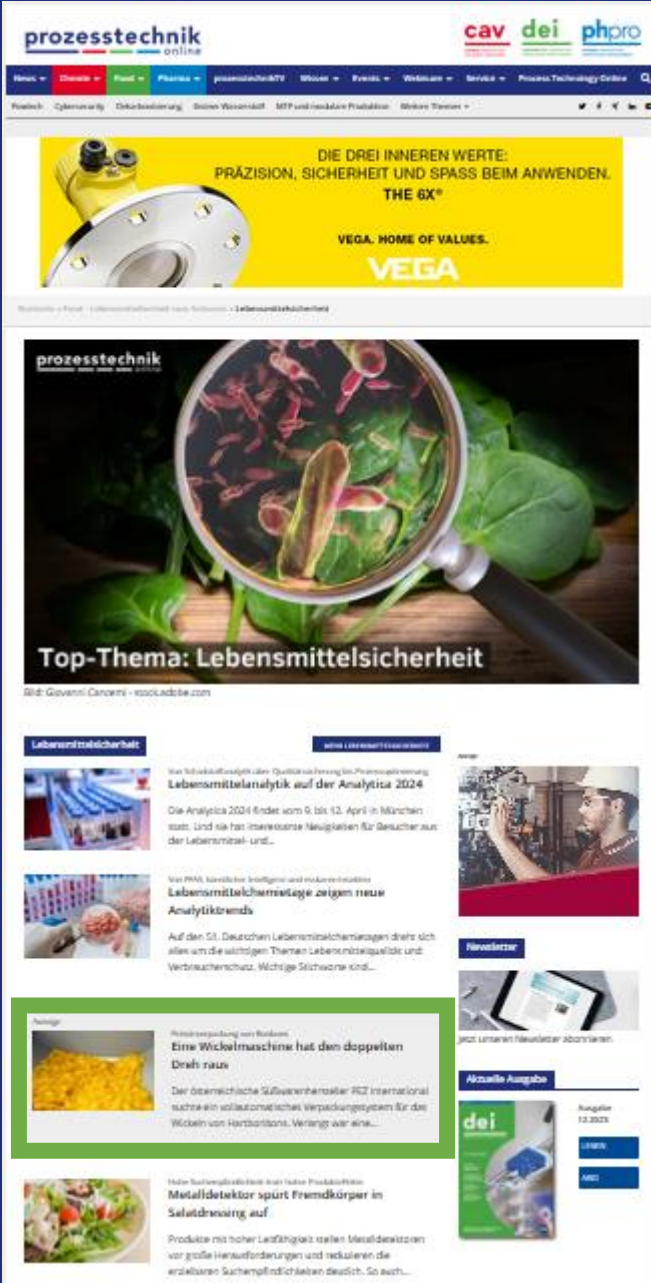
- Rapid Deployment
- Targeted Placement
- Relevant Backlink Building
- In addition to High Credibility

Anzeige



Primärverpackung von Bonbons
Eine Wickelmaschine hat den doppelten Dreh raus

Der österreichische Süßwarenhersteller PEZ International suchte ein vollautomatisches Verpackungssystem für das Wickeln von Hartbonbons. Verlangt war eine...



The screenshot shows the website interface for 'prozesstechnik online'. At the top, there are logos for 'cav', 'dei', and 'phpro'. Below the navigation bar, a yellow advertisement for VEGA is displayed with the text 'DIE DREI INNEREN WERTE: PRÄZISION, SICHERHEIT UND SPASS BEIM ANWENDEN. THE 6X®' and 'VEGA. HOME OF VALUES. VEGA'. Below the ad, a large image of a magnifying glass over fresh vegetables is featured with the headline 'Top-Thema: Lebensmittelsicherheit'. Underneath, there are several news snippets, including one titled 'Lebensmittelanalytik auf der Analytica 2024' and another about 'Primärverpackung von Bonbons' which is highlighted with a green border, matching the ad shown in the previous block. The bottom right corner shows a 'Kategorie' dropdown menu with 'LEBEN' and 'PHAR' options.

Do you have any questions?

Whether it's classic Print Media or comprehensive Online Marketing Solutions – working together with you, we develop bespoke measures, precisely adapted to meet your individual Communication Goals.

We would be delighted to advise you with a personal conversation.

We look forward to your inquiry!



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