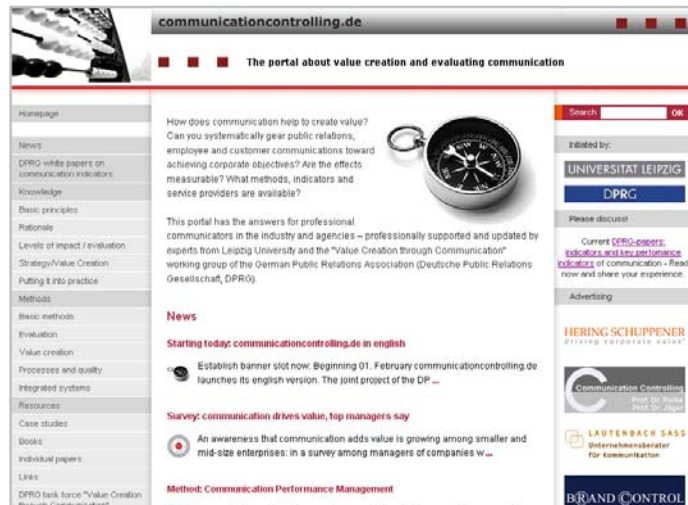


## Advertising opportunities on communicationcontrolling.net 2009

Completely new web banner ad positions for 2009 on communicationcontrolling.net. Please notice updated conditions and proposals in following fax form.

Launched in 2007 through the initiative of Leipzig University and the German Public Relations Association (DPRG) as independent and unbiased internet platform, communicationcontrolling.de is now well-established, the english version also. During last year nearly 20.000 User visited the website in relative long (ca. 4,5 minutes) and intensive (ca. 5 pages) sessions. Conversionrate for banner ads have a range from 5 to 12 % – depending from banner ad and position.



A well known „special-interest“-website:  
communicationcontrolling.de – english version launched Feb 08

communicationcontrolling.net features also in 2009:

- comprehensive and up-to-date knowledge regarding the regulation, evaluation, and control of corporate communication as well as public relations
- indicators and value links for internal and external communication, brand communication, and investor relations
- current methods, case studies and resources: media content analysis, surveys, score cards, etc.
- central contact point for communication controlling
- editorial mentoring by Leipzig University (Univ.-Prof. Dr. Ansgar Zerfaß, Dr. Mark-Steffen Buchele) and the DPRG task force „value creation through communication (Jörg Pfannenberget al.)
- target group specific communication: the leading source of information about this issue in the German-speaking area – also in English!

In posting web banner ads you support the operation of this non-commercial platform.

# Banner ad conditions communicationcontrolling.de 2009

1 Banner 156x60 Pixel (gif, jpg, bmp, tif)

German Website – proposal A	English website – proposal A
Categories: - Startseite - Aktuelles - Kennzahlen und Value Links	Categories: - main page - news - indicators & value links
<input type="checkbox"/> Jan. 2009 – Dez. 2009 <b>1.560 EUR (mtl. 130 EUR)</b>	<input type="checkbox"/> Jan. 2009 – Dez. 2009 <b>1.560 EUR (mtl. 130 EUR)</b>
German Website – proposal B	English website – proposal B
Categories: - Wissen - Methoden - Ressourcen	Categories: - know how - methods - ressources
<input type="checkbox"/> Jan. 2009 – Dez. 2009 <b>1.380 EUR (mtl. 115 EUR)</b>	<input type="checkbox"/> Jan. 2009 – Dez. 2009 <b>1.380 EUR (mtl. 115 EUR)</b>

price after tax plus 19% VAT

Banner space will be provided according to the receipt of order (date and time).

- Yes, we want to post banner ad on communicationcontrolling.de and have checked of one proposal. Please contact us to discuss the details.

Contact:

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Signature:

Date:

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**FAX: +49 (0) 341 24 25 29 49**

Implementation and support: Dr. Mark–Steffen Buchele

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