



# Online Media Kit

valid from 03.2017

## Profile and target group

**Software & Support Media's online portfolio is one of the most extensive online services for project managers, software developers and IT managers in German-speaking Europe.**

### Targeted placement

Through our websites you reach your target group and you also present your expertise in a high-grade environment of IT professionals.

### Daily updated online information services

On our websites IT professionals from all sectors of industry find comprehensive information for their daily challenges and also for their strategic decisions. Our offer includes daily news, newsletters, selected features, articles, polls and discussion forums on various IT topics and technologies.

Software Developers  
CIOs Marketing Managers Web Designers  
IT Project Leaders Information Architects CTOs  
Database Developers E-Commerce Managers Software Architects  
IT Managers CEOs IT Consultants  
Web Developers Start-ups/Founders

**Jaxenter**

[www.jaxenter.de](http://www.jaxenter.de)  
[www.jaxenter.com](http://www.jaxenter.com)

**PHPmagazin**

[www.phpmagazin.de](http://www.phpmagazin.de)

**windows  
.developer**

[www.windowsdeveloper.de](http://www.windowsdeveloper.de)

**webmagazin**

[www.webmagazin.de](http://www.webmagazin.de)

**entwickler.de**

[www.entwickler.de/online/mobile/iot/javascript](http://www.entwickler.de/online/mobile/iot/javascript)

### Our online partners:

 **accenture**



**lenovo**



**ORACLE**



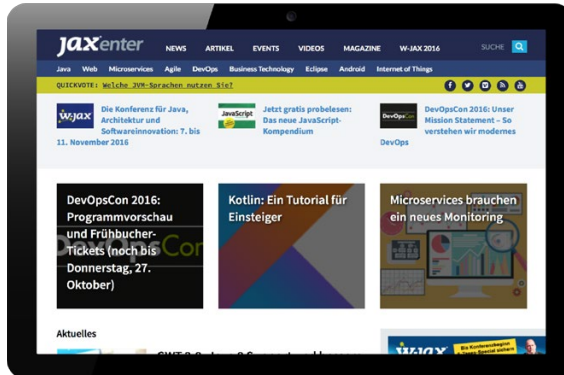
## Our online services at a glance

Reach your target group with your  
online presence directly!

### Java

JAXenter is available in both  
German and English.

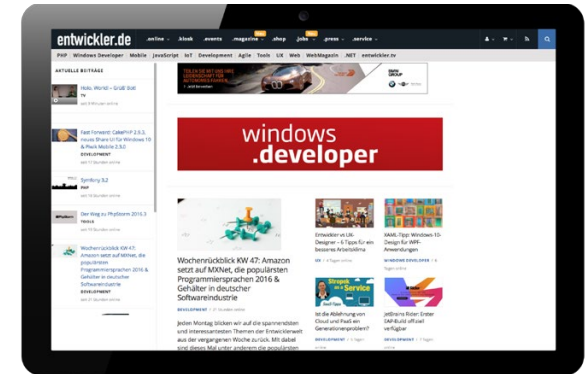
- Java & JVM
- Eclipse
- Architecture & Cloud Technologies
- Big Data
- Web Technologies
- Agile
- Continuous Delivery & DevOps
- Microservices



[www.jaxenter.de](http://www.jaxenter.de) | [www.jaxenter.com](http://www.jaxenter.com)

### .NET and Windows Technology

- .NET Framework
- Windows Development
- Universal & Cross-Platform Apps
- Microsoft Azure / Cloud
- Sharepoint, TFS
- Java Script & Angular
- Agile
- DevOps & ALM



[www.windowsdeveloper.de](http://www.windowsdeveloper.de)

### PHP

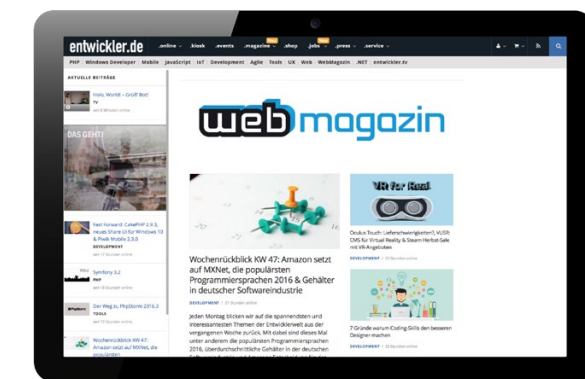
- PHP Development & Frameworks
- JavaScript & Angular
- Responsive Web Design
- Web Architecture
- Agile
- DevOps
- Web Security



[www.phpmagazin.de](http://www.phpmagazin.de)

### Web

- Social Media
- Mobile Web
- Digital Lifestyle
- Digital Marketing & E-Commerce
- UI/UX
- Design Trends



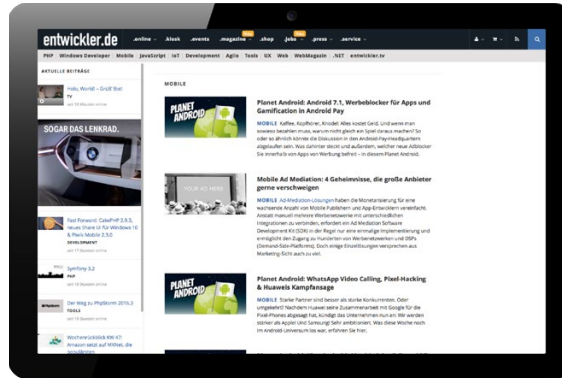
[www.webmagazin.de](http://www.webmagazin.de)

# Our online services at a glance

Reach your target group with your online presence directly!

## Mobile

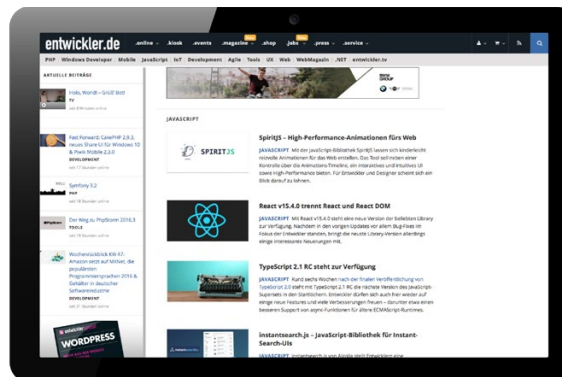
- Mobile Business
- Android and iOS Development
- Enterprise Mobility
- Mobile Websites /Responsive Design



[www.entwickler.de/online/mobile](http://www.entwickler.de/online/mobile)

## JavaScript

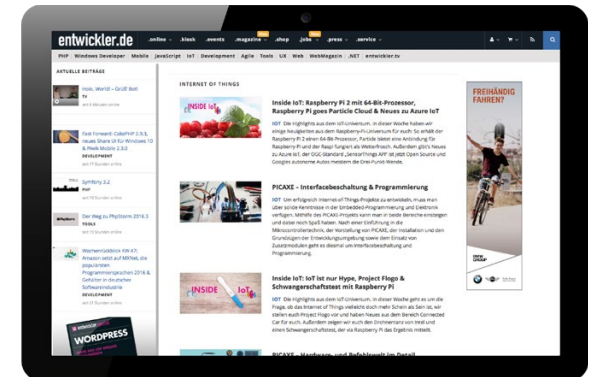
- JavaScript/ECMAScript
- Angular
- React
- Node.js
- Web Development & Architecture
- Server + Deployment
- Performance + Security
- DevOps



[www.entwickler.de/online/javascript](http://www.entwickler.de/online/javascript)

## IoT

- IoT Product Development
- IoT Infrastructure & Management
- IoT Programming & Architecture Prototyping
- Hardware, Electronics
- Industry 4.0
- IoT Business & Strategy



[www.entwickler.de/online/iot](http://www.entwickler.de/online/iot)



# Forms of advertising

## Mood Message

A mood message is a short, concise, highlighted message, which is displayed on the homepage below the topics of each respective portal. This may be an announcement or a reference to an article, an interview, or a report. It is also possible to link the message to your homepage.

**Portals:** jaxenter.de/com and entwickler.de

**max amount of words:** 20

**max characters:** 50 (without spaces)

**max characters:** 60 (incl. spaces)

**Price: 29 € per 1000 Page Impressions**

plus VAT

*Example: per week about 30000 Page Impressions*

*Price per week 870 €*

## Teaser Graphic

Directly below the mood message are the so-called teaser graphics, which are composed of a graphic and a short piece of text. This pictorial element serves as an orientation for the reader, tempting them to read further, and at the same time refers to a detailed contribution.

**Portals:** jaxenter.de

**max amount of words:** 14

**max characters:** 75 (without spaces)

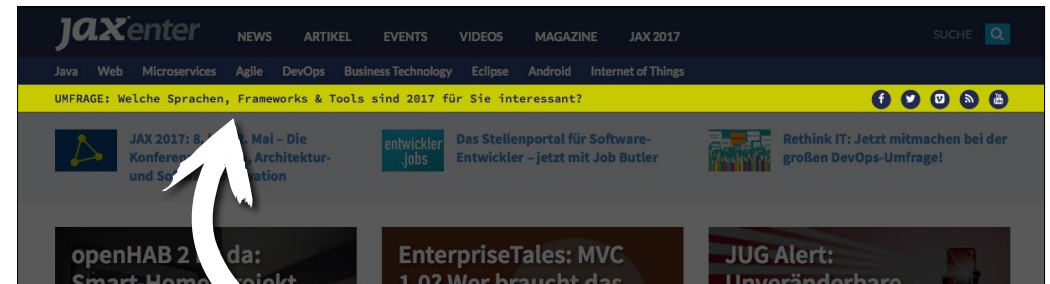
**max characters:** 85 (incl. spaces)

**Price: 39 € per 1000 Page Impressions**

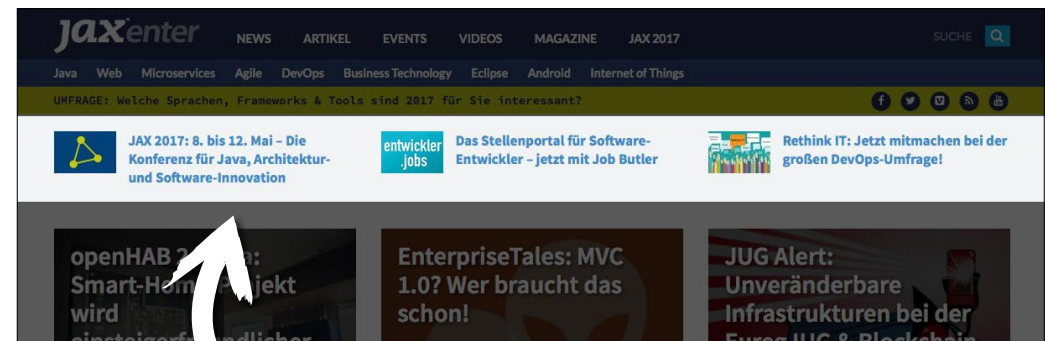
plus VAT

*Example: per week about 30000 Page Impressions*

*Price per week 1170 €*



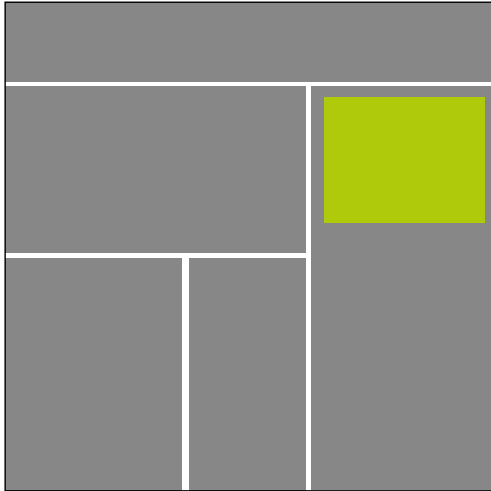
Mood Message



Teaser Graphic

## Forms of advertising

### Content Ad (Medium Rectangle)



Content Ads are placed directly in the editorial section of the site. By integration the ad into the content area, strong attention is achieved for the advertising message.

- Dimensions: 300 x 250 Pixel
- Maximum file size: 80 KB
- File formats: JPEG, GIF (including animated), PNG, HTML5

**Price: 59 € per 1000 Ad Impressions**  
plus VAT

### Skyscraper

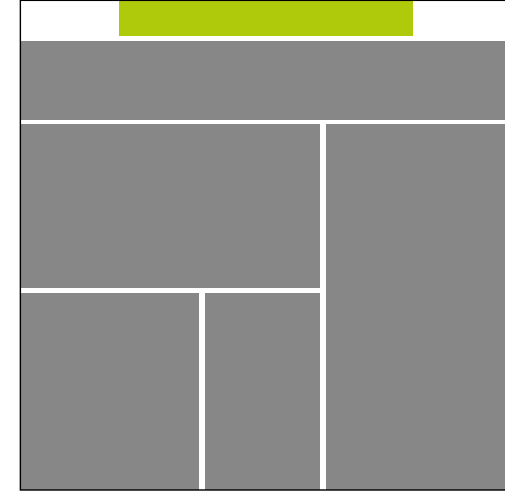


A skyscraper is a large-format banner, which is mostly placed on the side of the website. Skyscrapers gain a lot of attention while not disturbing the reading flow.

- Dimensions: 160 x 600 Pixel
- Maximum file size: 80 KB
- File formats: JPEG, GIF (including animated), PNG, HTML5

**Price: 59 € per 1000 Ad Impressions**  
plus VAT

### Leaderboard (Supersize Banner)



With its large dimensions the leaderboard or supersize banner provides plenty of space for the advertising message and gains a very high level of attention. Leaderboards are placed above the top area of the website.

- Dimensions: 728 x 90 Pixel
- Maximum file size: 80 KB
- File formats: JPEG, GIF (including animated), PNG, HTML5

**Price: 59 € per 1000 Ad Impressions**  
plus VAT

# Forms of advertising

## Hockeystick

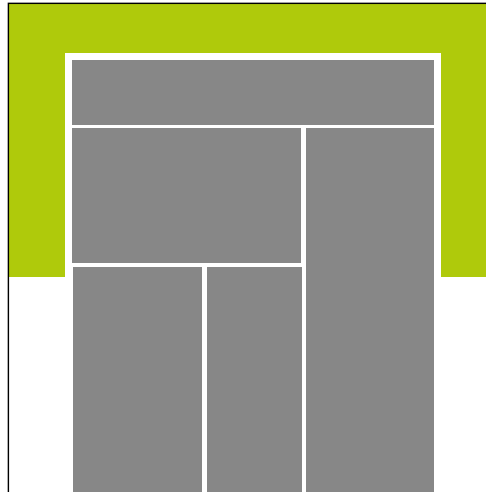


The hockeystick is a leaderboard and a skyscraper at the same time. Thus the hockeystick frames the content of the website, which provides a very high level of attention.

- Dimensions: 720 x 90 + 160 x 600 pixels
- Max. file size: 80 KB
- File formats: JPEG, GIF (including animated), PNG, HTML5

**Price: 79 € per 1 000 Ad Impressions**  
plus VAT

## Frame Ad



In the frame ad, two skyscrapers and a leaderboard banner form a frame around the website. The frame ad offers a large, attention-grabbing advertising space.

- Superbanner: 910x 110 pixels
- Skyscraper left/right : 120x600 pixels
- Max. file size: 120 KB
- File formats: JPEG, GIF (including animated), PNG, HTML5

**Price: 89 € per 1000 Ad Impressions**  
plus VAT

## Fireplace Ad



The fireplace ad is a frame ad supplemented by a billboard banner, which is located below the editorial header. The fireplace ad gives you high visibility due to the very large advertising space.

- Superbanner: 910x 110 pixels
- per Skyscraper: 120x600 pixels
- Billboard: 860x max. 180 pixels
- Max. file size: Frame Ad max. 120 KB, Billboard max. 60 KB
- File formats: JPEG, GIF (including animated), PNG, HTML5

**Price: 99 € per 1000 Ad Impressions**  
plus VAT

# Forms of advertising

## Sidekick Banner



Much like a skyscraper, the sidekick ad unfolds when moving the mouse to the advertising space to grab the reader's attention. If the reader's mouse leaves the banner, the large advertising area shrinks and remains a skyscraper on the website.

- Expandable Skyscraper: 160 x 600 pixels, after opening max. 450 x 600 pixels
- File formats: JPEG, GIF (including animated), PNG, HTML5

**Price: 69 € per 1000 Ad Impressions**

plus VAT

## Technical Information

- Banners are either stored on our server or on an external server (as a re-direct)
- Advertising material should be sent by email to our media consultants not later than 2 working days before the campaign starts
- Special ads like videos should not later than 3 working days
- Other ad formats such as Fullsize, Video Ad, Tandem Ad, Peelback AD and Mini Banner are available upon request



# Newsletter advertising

Our newsletters reach a large number of subscribers who want to receive regular updates on the latest technologies, news and products.

## Magazine newsletters

On the publication day of a new issue subscribers receive a newsletter with information on the availability and the topics.

The following magazine newsletters are available:

**Java Magazin:** monthly

**Windows Developer:** monthly

**Entwickler Magazin:** bimonthly

**PHP Magazin:** bimonthly

## entwickler.de – weekly newsletter

Every Monday the entwickler.de newsletter brings the highlights of the developer week to its subscribers.

## JAXenter.de – weekly newsletter

Once a week, subscribers receive a summary of JAXenter.de news.

## Specs

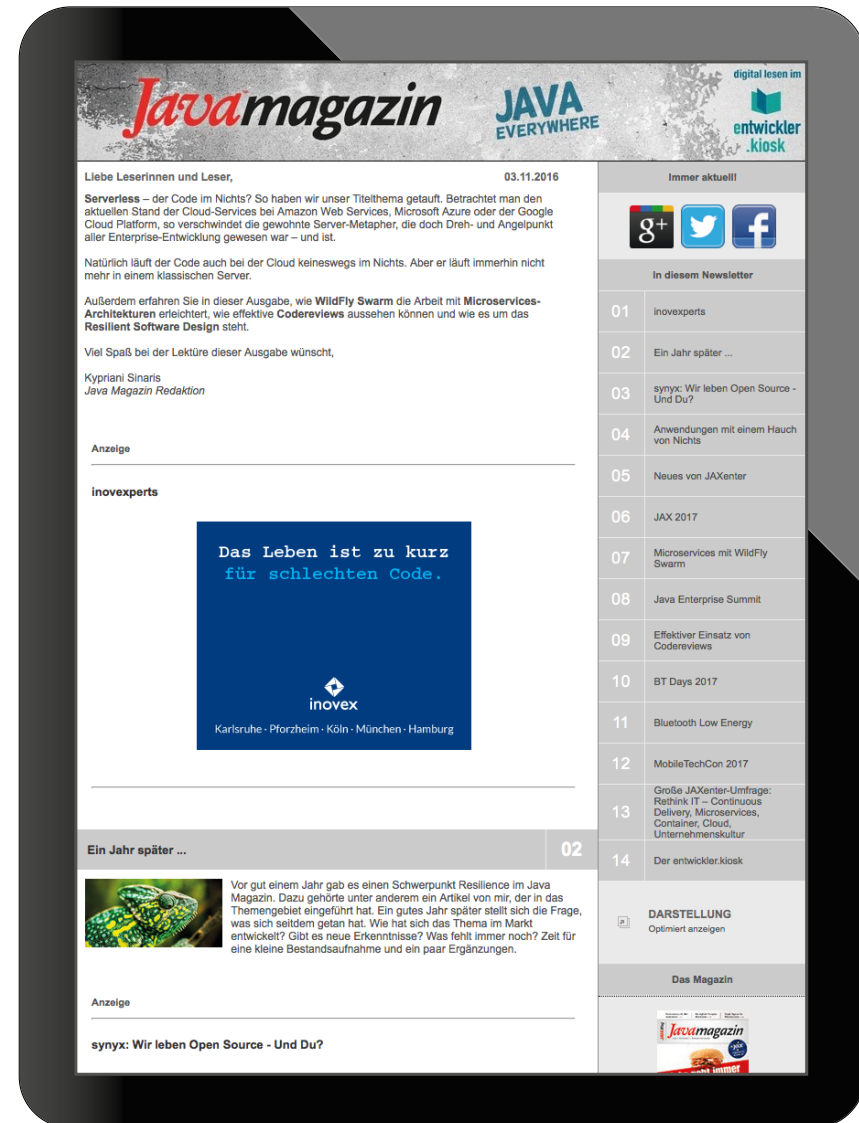
Text ad: max. 500 characters incl. spaces, incl. headline and logo, click URL

Banner: 300 x 250 pixels, file format: JPEG, GIF, PNG, click URL

Delivery of your data: one week before the newsletter will be sent

**Price: 950 €**

plus VAT



# Online Advertorial

Reach your target audience via our professional IT network!

Our Online Advertorial model gives your brand and product high visibility across our multiple web portals, on every single page.

## Our services:

- A teaser banner on the main page and related web pages of any S&S web portal with a direct link to your online advertorial, e.g. [www.jaxenter.de/Title](http://www.jaxenter.de/Title)
- Seamless integration of your Online Advertorial into our web portal layouts
- Your content (written formats, videos, graphics, etc.) incorporated into our website
- Integration of your company profile and logo, tag line and links (if requested)
- A social media tab with quick access to all relevant social media (Twitter, Facebook, Google+ and LinkedIn)
- The teaser banner will remain visible for an agreed period and quantity of ad impressions. Possible periods between one to three months.
- Minimum order: 50.000 Ad Impressions

## We would require the following campaign content for your Advertorial Package:

- Text in German
- Pictures, graphics, logos in the following formats: PNG, GIF or JPEG
- If needed: videos, slideshows, additional embedded content
- Max. amount of text: 10000 characters incl. spaces; max. amount of pictures: 5 pictures/graphics; max. 2 videos/slideshows

**Price: 129 € cost per thousand for teaser banner plus VAT**

## Extra services available at an additional charge:

- Online survey incl. lead generation
- Whitepaper integration incl. lead generation
- Sponsored posts in the featured content area for 1 week

The screenshot shows the Jaxenter website interface. At the top is a navigation bar with categories like Java, Web, Architektur, Agile, DevOps, Business Technology, Eclipse, Android, and Internet of Things. Below this is a search bar and social media links. The main content area features an article titled "Debuggen im Browser mit GWT 2.7" by Holger Herrmann, dated 26. August 2015. The article discusses the new Super Development Mode (SDM) in GWT 2.7 and how it allows for debugging in the browser. To the right of the article is a sidebar with a "QUICKVOTE" section asking users if they use the new features of Java 8, and a "THE JAVA MUSEUM" section with links to various Java-related content. At the bottom of the sidebar is a "PRESENTS" section for the "INTERNET OF THINGS CONFERENCE".

## Sponsored Post

A sponsored post is a sponsored online article by an advertiser. Due to its editorial value, a sponsored post achieves a high level of acceptance among readers as well as circulation within our target group.

The format is ideal for the tool presentations as well as for product launches, topic placements, interviews, or guides - depending on whether the article should lead to awareness, branding, or lead generation.

With a sponsored post, your article will be integrated in the editorial part of [entwickler.de](#) or [jaxenter.de](#). You deliver your article and we position it as a sponsored article, referenced as a "Sponsored Post" within our content.

### Our Services

- We put your teaser for one week on the main page of our websites and link it to your article
- We label your article as a sponsored post
- We will advise you and our editorial team will review your article
- Max amount of text: 5000 – 20000 characters including spaces
- Max 3 pictures and/or graphics
- Text in German or English
- Pictures and graphics in the following formats: PNG, GIF, or JPEG
- Publication of your article in the editorial section of our website

**Price: 2.900 €**  
plus VAT

The screenshot shows the homepage of [entwickler.de](#). The main navigation bar includes links for .online, .kiosk, .events, .magazine, .shop, .jobs, .press, and .service. Below this is a secondary navigation bar with categories like PHP, Windows Developer, Mobile, JavaScript, IoT, Development, Agile, Tools, UX, Web, WebMagazin, .NET, and entwickler.tv. The main content area features a large sponsored post titled "Ultimatives „Digital Expert Package“: Karriereportal Instafoo verlost 4.000 Euro-Gewinnpaket [Sponsored Post]". The post includes a sub-header "Für Digital Experts: entwickler und Instafoo verlosen eine GoPro Hero 4, ein MacBook Pro, die Phantom IV Drohne und eine Oculus Rift" and a detailed description of the prize package. The post is categorized under "DEVELOPMENT" and "MOBILE". To the right of the post are social media sharing icons for Facebook, Twitter, Google+, and LinkedIn. The sidebar on the left lists "AKTUELLE BEITRÄGE" (Recent Articles) with titles like "Fast Forward: Windows 10 Creators Update mit Game Mode & OpenGL-Konformitätstests sind Open Source" and "Umfrage: State of Mobile 2017".

## Online Survey

An online survey in combination with a raffle is an excellent opportunity to interact with your target group and to generate new contacts.

Our web portals are an ideal target-platform to put your topics and your enterprise straightforward and hands-on into the focus.

In cooperation with you, we choose a strategic topic. From this topic we create 8 to 10 questions whose answers are important to you.

The survey is being advertised with a teaser banner on several pages. Survey participants click on the banner, answer the questions and give their agreement that we may transfer their data to your company. At the end you receive the survey results and leads from us by email.

### Our services:

- Technical implementation of the survey on the homepage of the web portal, e.g. [www.jaxenter.de](http://www.jaxenter.de)
- Joint set up of a questionnaire with your technical support as well as the support of our editorial team
- Lead generation: Participants need to register in order to join
- Duration of the survey: 8 weeks
- Editorial supervision on the web portal, including news entry at the beginning of the survey period
- Survey evaluation
- The results of the survey will be presented as a editorial feature
- Publication of the survey results on the web portal
- Provision of a prize and identification of a winner in the raffle
- Leads generated in the survey will be provided to you
- Captured information includes: first name, last name, email address, job title

**Price: 9.900 €**

plus VAT

### QUICKVOTE

#### Which JVM-languages do you use?

☐ Ceylon

☐ Clojure

☐ Frege

☐ Golo

☐ Gosu

☐ Groovy

☐ Java 5

☐ Java 6

☐ Java 7

☐ Java 8

☐ JRuby

☐ Jython

☐ Kotlin

☐ Mirah

☐ Nashorn JavaScript

☐ Scala

☐ Xtend

✓ VOTE

## More Online Services

### Social Media

Social media is an essential marketing tool on our portals, magazines, and conferences due to the increasing numbers of followers.

**We present your expertise and products on the following social media portals:**

- Twitter
- Facebook
- XING
- YouTube

### Our services on Twitter, Facebook and XING:

4 announcements / postings on our social media portals of your choice for example:

- Announcement as Exhibitor or Sponsor of our Conference (Welcome Post)
- Announcement of your session and / or two posts with your individual content

**Price: 480 €**

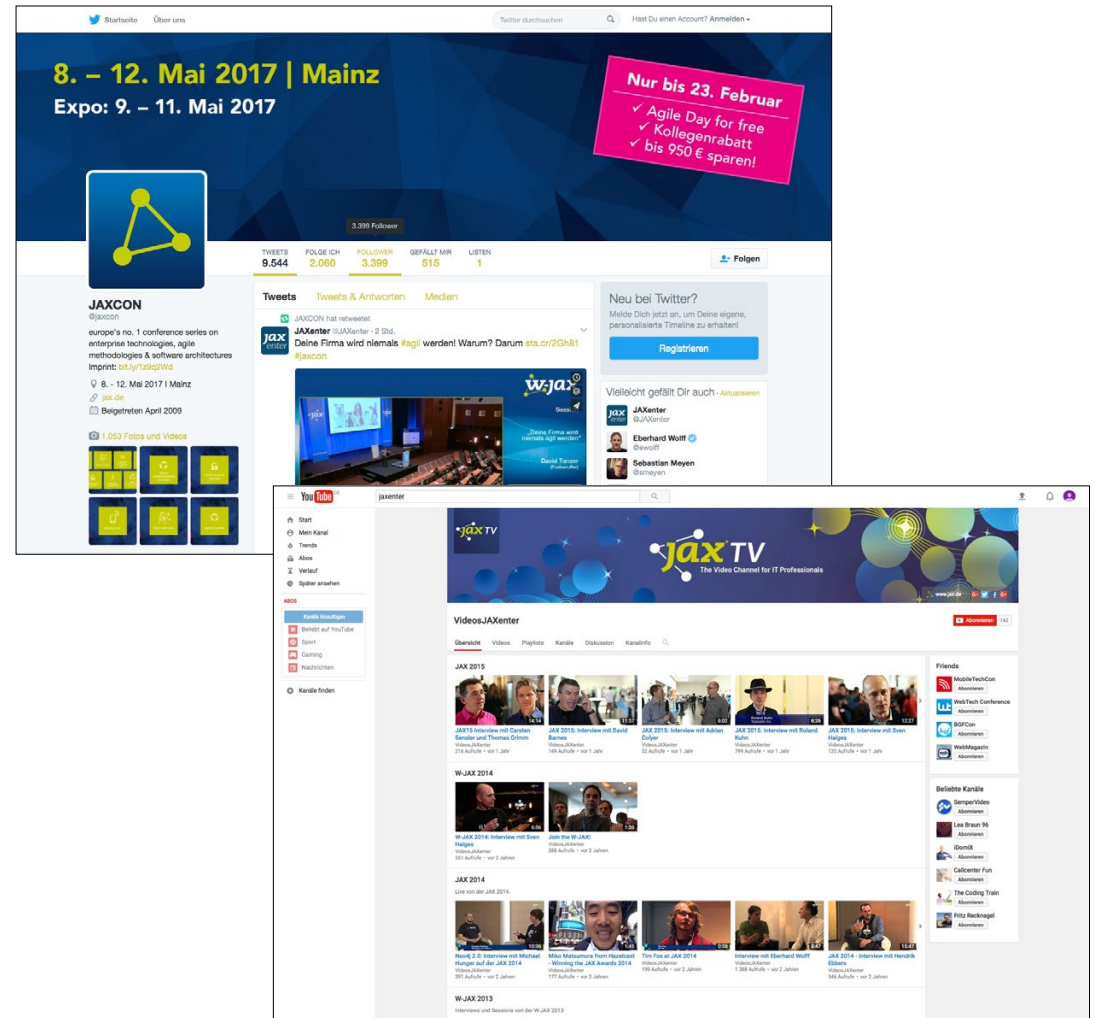
plus VAT

### YouTube

Our YouTube channels also give you the opportunity to publish your announcement as a sponsor or your presentation in a video. We will post your video on our YouTube channel and also promote your video on our social media portals.

**Price: Social Media Package plus YouTube 580 €**

plus VAT





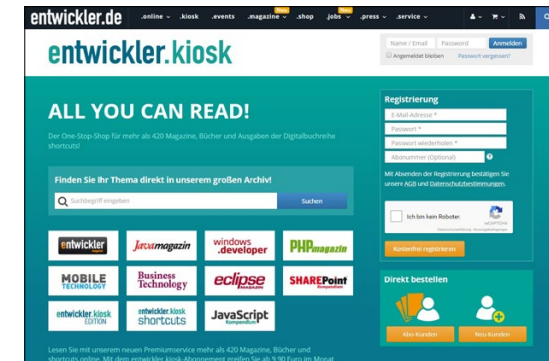
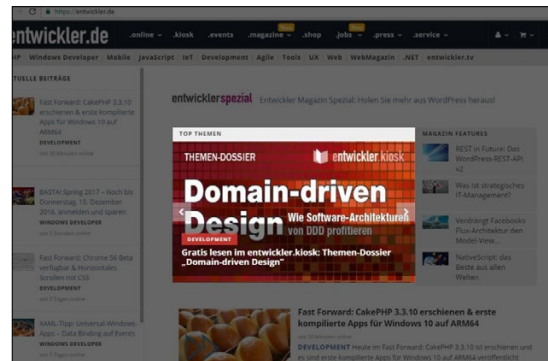
## More Online Services

### Dossier

A dossier is a collection of articles, videos, interviews, case studies etc. on a specific topic of your choice. Your articles and/or interviews will be combined into one dossier and published on our portals.

With your dossier, you can inform our readers on your solutions, your product, or your entire portfolio. Our entwickler.kiosk subscribers will receive your report without any additional costs. That way you can also address our subscribers and increase the reach of your dossier.

**Price per week on entwickler.de incl.  
entwickler.kiosk 1.900 € plus VAT**

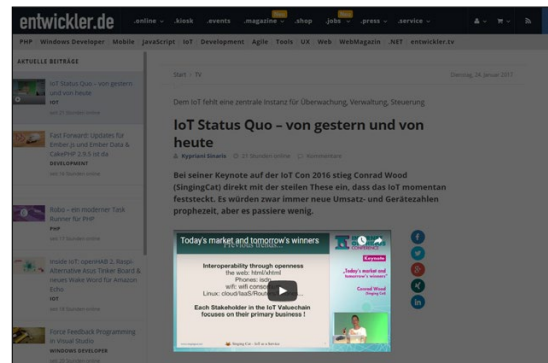


### Tutorial Video

Tutorial is a video manual or a course in which technical content is explained step-by-step with examples.

With tutorials, users can increase their knowledge and gain insight into topics.

**Price for the publication on jaxenter.de/com or  
entwickler.de: 980 € plus VAT**





## Contact



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Fax: +49 (0) 69 630089-89  
[www.sandsmedia.com](http://www.sandsmedia.com)

Powering the Voice of  
Information Technology

## Terms and conditions

**§ 1** The processing of online orders will be governed solely by the following terms and conditions. The Customer's contrary terms and conditions will remain invalid, even if these are not repudiated by Software & Support Media GmbH in each specific instance. The contract concerning the publication of online advertising for the purpose of being published on the websites of Software & Support Media GmbH will be called the "online contract" for the purpose of the following terms and conditions.

**§2 Conclusion of contract** The contract is established upon acceptance of the online advertising. The contractual partner will receive a legally binding confirmation of order. Amendments and supplements to any contract must, as a rule, be made in writing and must be initialled by both parties in order to become effective. These terms and conditions apply exclusively with respect to the conclusion of contract and the execution of the order as well as the price list valid at the time of the conclusion of contract and which constitutes an integral part of this contract.

**§ 3 Non-disclosure agreement** The customer must not disclose any services and prices confirmed to any third parties. In case of violation, Software & Support Media GmbH reserves the right to claim compensation for damages.

**§4 Cancellation** Unless otherwise specifically agreed, the cancellation of an online contract by the Customer is possible before online presentation and for a maximum period of two weeks following the confirmation of order sent by Software & Support Media GmbH. The notice to cancel must be issued in writing. Cancellations made after this time will require the Customer to pay the full fee. In the event of a failure to fulfil a master agreement, the Customer will be required to pay Software & Support Media GmbH the difference between the discount granted and the discount corresponding to the actual number of adverts placed. If the said fulfilment is impeded due to reasons for which Software & Support Media GmbH is responsible, the duty of reimbursement will be extinguished.

**§5 Services, publication** Software & Support Media GmbH undertakes to only publish on the Internet the current online advertising as commissioned by the Customer. The service provided by Software and Support Media GmbH is based on the contract concluded by both parties. It cannot guarantee that services will not be provided to competitors. The services agreed in the contract are exclusively for the customer. Products and services from third parties may not be advertised without the agreement of Software & Support Media. Products and services which are in competition with the products and services of Software & Support Media GmbH may not be advertised.

**§6 Fee for services** The fee for the services to be provided by Software & Support Media GmbH is based on the price list published in the media data. The authoritative price list is the price list current at the time that the offer to enter into a contract is issued to the Customer. Prices for services not listed in the media data must be agreed between the Software & Support Media GmbH and the Customer.

**§7 Provision for costs and payment arrangements** The fee defined in Paragraph 5 encompasses all additional costs such as email, telephone, fax, data transfer costs, postage and photocopies to the usual extent. The invoice will be issued following the expiry of the time of publication as specified in the order. In the event of default or deferral of payments, interest and collection costs will be charged. In the event of a default of payment, Software & Support Media GmbH will be entitled to suspend further performance of the order until such time as full payment is made. All prices stated are subject to the statutory rate of VAT applicable at the time of billing.

**§8 Basis of the cooperation** Software & Support Media GmbH will undertake to continuously optimise the response to Customer ads and to boost the quantity and quality of visits. Software & Support Media GmbH reserves the right not to publish Customer orders on the internet or to remove orders already published on the internet, if this is materially justified given the respective content or origins. This applies especially if the data to be displayed violates statutory or public-law prohibitions or offends public decency or if Software & Support Media GmbH can not be reasonably expected to allow the publication. The implementation of such a step does not entitle the Customer to claim reimbursements from Software & Support Media GmbH. Adverts for goods or services from more than one advertiser or other advertisers requires the approval by Software & Support Media.

## Terms and conditions

**§9 Copyright** All working results created during the fulfilment of this contract, whether legally protected or not, and in relation to the associated documentation, will become the property of Software & Support Media GmbH upon being created, specifically in their respective state of development. The payment made by the Customer and the presentation of the working results on the internet by Software & Support Media GmbH does not entail the assignment of rights of exploitation or use. The rights created in relation to the working results accrue to Software & Support Media GmbH with respect to all types of use and without restriction in relation to time or content.

**§ 10 Warranty** Software & Support Media GmbH warrants faults in accordance with the statutory regulations. No claims exist in relation to faults which only impair the fitness of the service to an insignificant extent. Faults must be promptly reported to the Customer, in any case no later than 7 days following publication of the services on the internet. Software & Support Media GmbH is entitled to perform subsequent improvement by way of extending the time of the publication.

**§11 Liability / disclaimer** Software & Support Media GmbH is only liable for failure to perform the services due and the duties existing, if the said breach is a result of its deliberate act or gross negligence. All other liability on the part of Software & Support Media GmbH is hereby excluded. Software & Support Media GmbH is not liable for the accuracy of the published information or the material statements this information contains. Software & Support Media GmbH is not liable for the infringement of third-party competition or trademark rights or copyright not recognised by it or which it was not bound to recognise. Liability for copyright infringements resulting from data and files provided by the Customer is expressly excluded. Editorial responsibility and responsibility relating to competition law and any other applicable regulations for the advertising copy supplied lies solely with the Customer. By placing the order the Customer confirms that it has acquired all the rights of use from the owners of the copyright, ancillary copyright and other rights to the documents and data provided by it as are required for placement on the internet, or that is entitled to exercise said rights without restriction. Software & Support Media GmbH is not liable for downtime and disruptions not within its control.

**§12 Data protection** The Customer is hereby notified in accordance with Section 33 para. 1 Federal Data Protection Act that Software & Support Media GmbH will store its data in a machinereadable form and process this data automatically for the purpose of the contract.

**§13 Duration** The time period agreed in the contract begins with the online status of online advertising and automatically expires at the end of the agreed term. A subsequent shift or change is ruled out, unless otherwise agreed.

**§14 Miscellaneous** The contract including interpretation thereof is governed by German and European law. Disputes arising out of this agreement will be heard before the competent court in Frankfurt am Main. Frankfurt am Main is the place of performance for all legal arrangements existing between Software & Support Media GmbH and the Customer. Amendments and additions to this contract, including any ancillary agreements and amendments to this clause, must be made in writing and signed by both parties in order to be valid. Any delay, omission or failure to exercise a right on the part of Software & Support Media GmbH does not constitute a waiver. If any of the conditions of this agreement are found to be invalid or become invalid through future statutory provisions, this will not affect the validity of the remaining provisions of this agreement. In such a case the parties are duty bound to substitute the invalid provision with a valid one which most closely fulfils the purpose of the original, particularly considering the commercial objectives of the parties. The same applies in the event that any gap requiring augmentation is discovered during performance of this contract.