



**Online Media Data (short version)**  
Valid from 1. 1. 2010



## **PCtipp.ch – The IT website with the greatest reach in Switzerland**

### **Content**

Daily up-to-date news on the entire bandwidth of the digital market: from compact cameras and netbooks to high-end PCs, from smartphones and software to the hottest games. Plus practical and security tips that are easy to understand for everyone, as well as detailed product tests and the largest download archive in Switzerland.

### **Target group**

Predominantly male, 14-34 years old, happy to spend their money, communicative. Interested in PC, Internet and telecommunication and are seen as important influences in the family and at work. Early adopters and decision makers in SMEs.

### **Community**

25,000 registered and highly active users with lively exchange of opinions in the Pctipp forum.

### **Newsletter**

40,000 registered newsletter subscribers. Newsletter published on workdays with information, depicted in brief and transparent form, on the events at PCtipp.ch.

### **Ø Site traffic per month**

Page impressions	5,000,000
Visits	1,400,000
Unique clients	700,000
Workday newsletter	40,000 subscribers



## Forms of advertising on PCtipp.ch

### Classical

Full banner  
Leader board  
Skyscraper  
Rectangle

Full banner expandable  
Leader board expandable  
Skyscraper expandable  
Rectangle expandable

Floating Ad  
Hockey Stick  
Branding Day (exclusive)

### Newsletter

Full banner  
Leader board  
Skyscraper  
Rectangle  
Text advertisements

### Special

Advertorial  
Print function  
Rapid search box  
Mini Ad  
Webcast  
Cost Per Click (CPC)  
Cost Per Lead (CPL)

### Cross-platform

Game Pool  
IDG Pool

### Sub-sites

ICT press ticker



## Formats and prices

Classical forms of advertising	Formats in pixels	CPM/CPT in CHF. Run of site	CPM/CPT in CHF Home/Channel	Max. Size in KB	Data format
<b>Full banner</b>	468 x 60	40.-	50.-	50	1 / 2 / 3 / 4 / 5 / 6
<b>Leaderboard</b>	728 x 90	50.-	60.-	50	1 / 2 / 3 / 4 / 5 / 6
<b>Skyscraper</b>	160 x 600	60.-	70.-	50	1 / 2 / 3 / 4 / 5 / 6
<b>Rectangle</b>	300 x 250	70.-	80.-	50	1 / 2 / 3 / 4 / 5 / 6

Expandable function possible (default closed). Expanded only with mouse-over. 40% supplement.

<b>Floating Ad</b>	800 x 600 (Frequency Capping)	140.-	-	50	4 / 6
<b>Hockey Stick</b>	728 x 90 + 160 x 600	110.-	-	50 + 50	1 / 2 / 3 / 4 / 5 / 6
<b>Branding Day (exklusive)</b>	728 x 90 + 160 x 600 + 300 x 250	6,000.-	-	50 + 50 + 50	1 / 2 / 3 / 4 / 5 / 6

Daily (workdays) newsletter	Formats in pixels/max. characters	Prices in CHF Per week	Max. Size in KB	Data format
<b>Fullbanner</b>	468 x 60 + 1 target URL	2,800.-	50	1 / 2 / 3
<b>Leaderboard</b>	728 x 120 + 1 target URL	2,800.-	50	1 / 2 / 3
<b>Skyscraper</b>	160 x 600 + 1 target URL	2,800.-	50	1 / 2 / 3
<b>Rectangle</b>	300 x 250 + 1 target URL	2,800.-	50	1 / 2 / 3
<b>Text display</b>	350 characters (incl. spaces) + 1 target URL	2,800.-		

Dispatched on workdays from Monday – Friday to 40,000 registered subscribers per day (yearly average); minimum booking 1 week.

### Explanations

CPM/TCP = price per thousand ad impressions

Ad impressions = measurement of the number of times an advertising message is seen on the Internet

Run of site = The banner is displayed at random on the entire web site

Run of home/channel = The banner is displayed on the homepage or within the booked channel

Frequency capping = Restriction of the advertising medium contacts per user

Data format: 1 = Jpg / 2 = Gif / 3 = Animated Gif / 4 = Flash (supply alternative Gif) / 5 = DHTML (Rich Media) / 6 = TAG in TAG



## Formats and prices

Special forms of advertising	Services and formats	Prices in CHF Run of site/Home	Term	Data format
<b>Advertorial</b>	Image, teaser text, full text, target URL, editorial promotion, newsletter	4,500.-	1 week	1 / 2
<b>Print function</b>	Logo (on- and offline), target URL, At least 20,000 print-outs guaranteed	3,000.-	4 weeks	1 / 2
<b>Sales Box</b>	Logo, teaser text, input field, button with target URL Maximum size of the sales box: W 158 x H 200 pixels	3,000.-	4 weeks	1 / 2
<b>Mini-ad company link</b>	Logo, target URL Maximum size of the logo: W 158 x H 158 pixels	1,500.-/1,000.-	4 weeks	1 / 2
<b>Webcast</b>	Webcast, teaser text, full text, target URL, editorial promotion, newsletter	5,500.-	1 week	4
<b>Cost Per Click</b> PCtipp.ch (+DigitalLiving.ch)	All standard banner formats without logo/branding Supply at least 3 different advertising media Variable gross prices: CHF 1.- to CHF 3.-/click Depending on volume and term	Minimum booking From 3,000.-	Minimum term From 4 weeks	1 / 2 / 3 / 4 / 5 / 6
<b>Cost Per Lead</b> PCtipp.ch (+DigitalLiving.ch)	All standard banner formats without logo/branding Supply at least 3 different advertising media Variable gross prices: CHF 5.- to CHF 60.-/Lead Depending on volume and complexity of the lead criteria	Minimum booking From 3,000.-	Minimum term From 4 weeks	1 / 2 / 3 / 4 / 5 / 6

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## Formats and prices

Cross-platform form of advertising	Single channel and/or Run of Site On one or more websites	CPM/CPT in CHF Run of Channel	Prices in CHF Run of Channel	Minimum number Ad Impressions
<b>Game-Pool</b>	PCtipp.ch/spiele + /downloadshop			
<b>With variable weighting</b>	Digitalliving.ch/spiele + /downloadshop GBASE.ch	25.-	5,000.-	200,000
Minimum term	2 weeks			
Advertising media	Full Banner, leader board, skyscraper, rectangle			
Delivery	At least 2 different advertising media			
Planning IDG/weighting	Variable between 30/70% to 70/30% Gbase/IDG			
Information	The capacity of the pool game is limited. If overbooked the Ad Impressions will Run of Site.			

Cross-platform form of advertising	Run of Site/Pool On one or more websites	CPM/CPT in CHF Run of Site/Pool	Prices in CHF Run of Site/Pool	Minimum number Ad impressions
<b>IDG pool</b>	PCtipp.ch + Computerworld.ch + DigitalLiving.ch	40.-	5,000.-	125,000
<b>Without weighting</b>		35.-	6,125.-	175,000
Minimum term	1 week	30.-	7,050.-	235,000
Advertising media	Full banner, leader board, skyscraper, rectangle	25.-	8,000.-	320,000
Delivery	At least 3 different advertising media	20.-	9,000.-	450,000
Planning IDG/weighting	According to availability without weighting	15.-	10,000.-	666,666

Cross-platform Sub-sites	Run of Top 5 Box On all Swiss IDG websites	Individual ads in CHF	Subscriptions in CHF	Term
ICT press ticker	Guaranteed publication of press releases	280.-	900.- to 3,500.-	3 – 12 months

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## Formats and prices

Form of advertising	Type of discount	Number	Turnover in CHF	Discount
<b>Classical form of advertising</b>	Volume discount		5,000.-	6%
Minimum booking	30,000 ad impressions		10,000.-	8%
Price information	Price information applies per 1,000 ad impressions		15,000.-	10%
			20,000.-	13%
<b>Newsletter/Text ad</b>	Repeat discount	3 x		7%
Frequency	Valid on advertisements within 12 months	6 x		11%
		12 x		15%
<b>Special forms of advertising</b>	Not eligible for discount			
<b>Game- and IDG-Pool</b>	Not eligible for discount			
<b>Agency commission</b>	5% (15% international) media/advertising agencies entitled to commission			
<b>VAT</b>	All prices are in CHF plus 7.6% VAT.			

### Technische Angaben

#### Newsletter text ads

Clearly define title and link text as no URLs are published in the HTML version. Example for link text: 'You can find more information here.'

There are no design options. View TAGs/pixels will not be accepted.

Delivery of advertising media: At the latest by Thursday of the previous week, 12.00 noon.

#### Site advertising

Delivery of advertising media classical forms of advertising: at the latest 3 working days before start of campaign.

Delivery of advertising media Expandable, Floating Ad, Hockey Stick, Branding Day and special forms of advertising: at the latest 5 working days before start of campaign.

Advertising media with sound are only accepted with default setting 'sound switched off'.

Minimum capping floating ad: 1 user within 24 hours. Please enquire about availabilities.

#### Expandables

Enlargement of the expandables with mouse-over. Automatic reduction of the expandables with mouse-out. Default closed.

The following JavaScript functions must be called up from ActionScript code of the Flash banner:

- Before the banner is enlarged during mouse-over, a request to the JavaScript function `adition_expand_layer()` must be made.
- After reduction by mouse-out of the banner, the JavaScript function `adition_collapse_layer()` must always be called up.

#### Possible targetings

Exclusion, operating system, browser, domain,

Flash, IP, country, referrer, resolution, time targeting

#### Flash player version

We recommend supplying all the Flash banners in the Flash player version 8.

Other technical data sheets can be found as a PDF for downloading on our website <http://www.PCtipp.ch> under media data.



## Contacts

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