

HAPTICA[®] // ONLINE

DIE DIGITALE PLATTFORM FÜR HAPTISCHE WERBUNG

FEATURES FOR SUPPLIERS

HAPTICA®//ONLINE combines product researches, corporate presentations and networking with news and infotainment from the promotional products industry. md Xchange – a cooperation between dMAS and WA Media – is behind the digital platform for haptic advertising. HAPTICA®//ONLINE addresses both end users from advertising companies as well as advertising agencies, promotional products distributors and suppliers as well as printing specialists.

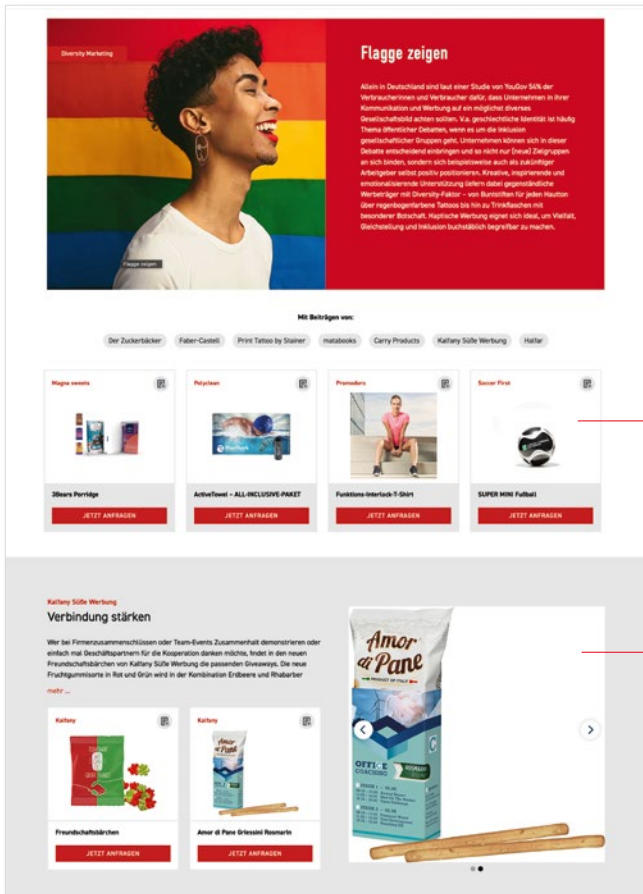
Suppliers, who would like to provide users of the portal with ideas for the implementation of promotional products, among others have the opportunity to present themselves in the theme specials published every two weeks. Product presentations on topics like sustainability, food trends or Christmas and regular reports on new products allow the generation of leads and orders.

Last, but not least a limited number of web banners and advertisements in the monthly HAPTICA®//ONLINE newsletter provide further possibilities of convincing promoting companies and trade professionals of one's own offer.

WA Media enhances the virtual newsroom with high-quality editorial content.

www.haptica.online

HAPTICA®//ONLINE: Theme specials



OPTION 1

Product photo, product name,
incl. a link to the product enquiry

- Four photos: **600 Euros**
- Two photos: **400 Euros**

OPTION 2

Up to three product photos in slider,
text about the product, product name,
incl. a link to the product enquiry: **600 Euros**

COMBINED WITH PRINT

- Online product presentation (Option 2) plus
print product presentation (*Werbeartikel Nachrichten*,
HAPTICA® Magazine or *eppi magazine*):
1,350 Euros

Overview of themes

TOPIC

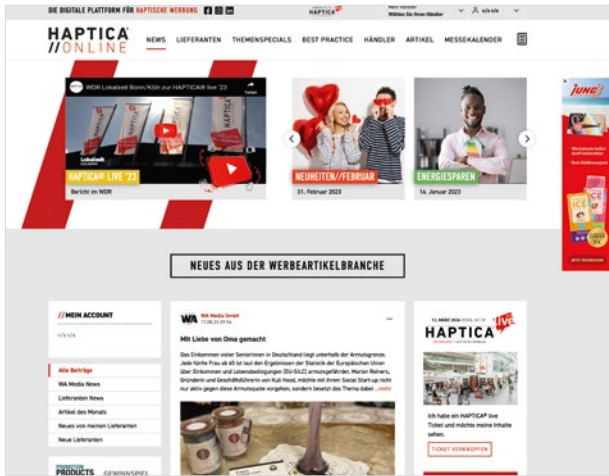
- Novelties & trends 2024 ED **15-12-23** PD **08-01-24**
- Ocean plastic ED **20-12-23** PD **15-01-24**
- Novelties//February ED **08-01-24** PD **01-02-24**
- Easter ED **22-01-24** PD **15-02-24**
- Novelties//March ED **09-02-24** PD **04-03-24**
- Football EURO 2024 ED **23-02-24** PD **18-03-24**
- Novelties//April ED **08-03-24** PD **02-04-24**
- Festival season ED **22-03-24** PD **15-04-24**
- Novelties//May ED **08-04-24** PD **02-05-24**
- Camping ED **22-04-24** PD **15-05-24**
- Novelties//June ED **08-05-24** PD **03-06-24**
- (Smart) office ED **22-05-24** PD **17-06-24**

TOPIC

- Novelties//July ED **05-06-24** PD **01-07-24**
- Phygital promotion ED **19-06-24** PD **15-07-24**
- Novelties//August ED **08-07-24** PD **01-08-24**
- Green x-mas ED **22-07-24** PD **14-08-24**
- Novelties//September ED **07-08-24** PD **02-09-24**
- Love of animals ED **22-08-24** PD **16-09-24**
- Novelties//October ED **06-09-24** PD **01-10-24**
- Gamification ED **20-09-24** PD **15-10-24**
- Last-minute gifts ED **09-10-24** PD **04-11-24**
- Re & Upcycling ED **23-10-24** PD **18-11-24**
- Novelties//December ED **06-11-24** PD **02-12-24**
- Social business ED **20-11-24** PD **16-12-24**

ED = advertisement deadline; PD = Publication date

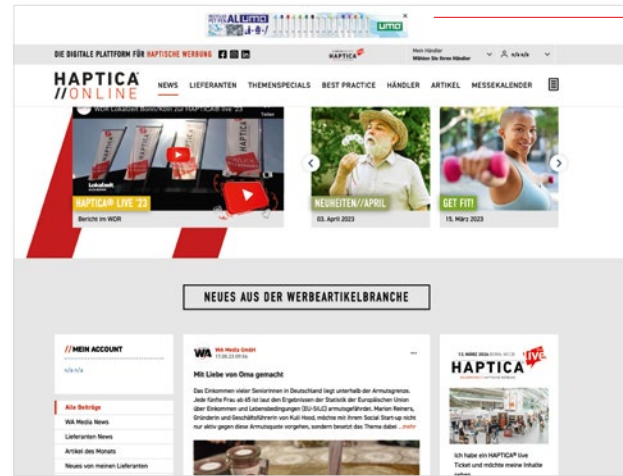
HAPTICA®//ONLINE: Banner options



SKYSCRAPER

Skyscraper (exclusive)

150 pixels width, 600 pixels height **3,500 €**
(price for an advertisement running-time of 12 months)



SUPERBANNER

Superbanner (rotation)

728 pixels width, 90 pixels height **2,000 €**
(price for an advertisement running-time of 12 months)

Data transfer

THEME SPECIALS

Please send text and images (product images and your logo) separately (please don't integrate graphics/images into Word or Quark documents). Text editing and layout is carried out by md Xchange. Due to the tight schedules it is not possible to send proofs of PR articles.

- Image formats: **.psd, .jpg, .tif, .pdf**
- Minimum width: 15 cm
- Minimum resolution: 300 dpi (not extrapolated)
- Text formats: **.docx, .doc, .odt, .pdf** or **.rtf**
- Text length: approx. **1,000** characters

BANNER

Please send us your banner advertisement as **GIF/PNG/JPG**-file and your link to the product website.

www.haptica.online



dMAS

