

Newsletter

GIT SECURITY informs its newsletter subscribers monthly about current industry events, top news and application stories. It contains latest products, services and events.

Newsletter: Banner formats & prices

With the booking of a „Feature“, your content will be placed on one of the prominent feature positions

Full Banner	468 x 60 Pixel	€ 1,030
Medium Rectangle	300 x 250 Pixel	€ 1,420

Feature Newsletter (Content ad)	Text (up to max. 4,000 characters advisable), headline, intro (150 characters), At least one image (format 1.5:1, at least W x H 476 x 315 px, better 750 x 500 px, max. 250 KB), three additional images possible (format see above), Contact information	€ 1,210
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Combo offer: Top Feature on website + newsletter	€ 2.510
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Event announcement: name and date 50 characters, call-to-action 70 characters, graphic 476 x 315 pixels, external link	€ 485
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Job advertisement: description of position 50 characters, call-to-action 70 characters, graphic 476 x 315 pixels, external link	€ 520
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Material delivery at the latest 7 days before the dispatch date of the booked newsletter.

Newsletter Key Figures 2020/2021

Number of recipients (DOI)	1,100
Open Rate (MV)	40.5 %
Click Through Rate (MV)	4.4 %

MV = Mean value of 21 newsletters sent out

Technical Data

Please send your files by mail to your sales representative. We will take care of all further steps.

Banner (Website)

Size of data: max. 200 KB
Data formats: GIF, JPG, PNG, HTML5, any kind of Redirect/Tag

Banner (Newsletter)

Size of data: max. 200 KB
Data formats: GIF, JPG, PNG

Target-website

Please tell us the exact URL, where your banner should be linked to.

Webcast

Data format: any video format is possible
Size of data: max. 40 MB or Youtube link

The screenshot shows a newsletter layout with the following elements:

- Header:** GIT SECURITY EMEA logo.
- Image:** A portrait of Lisa Holland.
- Text:** "Dear readers, As you have hopefully noticed, our latest shout-outs are all about our digital trade fair: The **Wiley Industry Days, WIN>DAYS** for short, from 16 to 19 November 2020. Best regards, Lisa Holland for GIT's safety and security team"
- Medium Rectangle Ad:** "Wiley Industry Days **WIN > DAYS** 15-17 Feb. 2022 Register for free www.WileyIndustryDays.com". Price callout: Medium Rectangle € 1,420.
- Feature Ad:** "Management: Salto invests in Austrian company Gartner 16.10.2020 - Salto has acquired Austrian access control specialist Gartner." Price callout: Feature € 1,210.
- Full Banner Ad:** "UNITED BY INSPIRATION UNITED BY DICKIES". Price callout: Full Banner € 1,030.
- Topstories:**
 - "Security: Assa Abloy: PIN Locking for any Interior Door 14.10.2020 -"
 - "Security: Successful Security Deploy 08.10.2020 -"
- Callout:** "Exclusive access to your customers Single Sponsored Newsletter 5,675 €"