

# 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	€ 1,045
Medium Rectangle	300 x 250 Pixel	€ 1,460
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	€ 1,235
<b>Content Ad direct</b>		€ 1.510
<b>Combo offer:</b> Top Feature on website + newsletter		€ 2,570
<b>Event announcement:</b> name and date 50 characters, call-to-action 70 characters, graphic 476 x 315 pixels, external link		€ 485
<b>Job advertisement:</b> description of position 50 characters, call-to-action 70 characters, graphic 476 x 315 pixels, external link		€ 520

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 header with the GIT SECURITY EMEA logo. Below the header is a portrait of Lisa Holland, followed by a personalized greeting and a promotional message for the Wiley Industry Days (WIN>DAYS) trade fair. A callout box points to a 'Medium Rectangle' ad for the trade fair, priced at € 1,460. Below this is a 'Feature' section with a callout box pointing to a 'Feature' ad, priced at € 1,235. The feature article is titled 'Salto invests in Austrian company Gartner'. Below the feature is a 'Full Banner' ad for 'UNITED BY INSPIRATION' and 'UNITED BY DICKIES', priced at € 1,045. At the bottom, there is a 'Topstories' section with two articles. A large blue callout box in the bottom right corner states: 'Exclusive access to your customers Single Sponsored Newsletter 5,735 €'.