

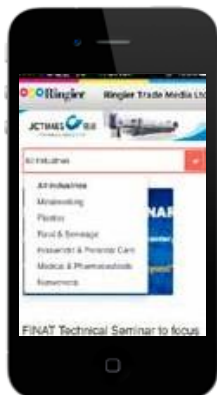


## Industrysourcing Application

Search for Ringier App on IOS and Android



Download for Free



### More personalized to user needs

The industry sourcing App is the extension of the industry sourcing web platform. It meets all your needs by covering **17** industries news with product and supplier information.

Industry sourcing App offers the following services:

Industry sourcing App (iOS + Android) **98,000 downloads** (until December, 2019)

### More personalized to the user needs

Selection of industries for News, Magazines, Events and Showroom pages. The User can SELECT his industries and get the information he needs.



Scan this QR CODE to download app or search for your APP store for "industry sourcing"

### More convenient

ONE calendar with ALL the events: Conference, Tradeshow, Innovation Award and Webinar. The events can be saved by the user on his personal agenda.

### Search options adapted to the user

User can search all kinds of information about the Suppliers: by Supplier, Product or Video.

### Latest News in real time

Display updated and fresh content every day.

News



Updated NEWS every day

Magazines



Free digital magazines

Events



\*Over 300 global trade show news  
\*Technology 10 Innovation awards  
\*Over 50 Webinars

Showroom



55,000 products, more than 200 experts, product and factory videos

# Apps Banners - iOS&Android Devices



## Sponsor the Banner for industrysourcing Apps on these Devices



App Homepage

**A1/A2**

### iOS & Android Devices banner

#### Industrysourcing App Leaderboard banner

- >Only 1 position on Chinese interface
- >Only 1 position on English Interface



Magazine-Specific Library

**B**

### iOS Devices banner

#### Magazine-Specific Library banner

- >Chinese interface: Only 1 position/per magazine
- >English Interface: Only 1 position/per magazine



Issue-Specific Page

**C**

### iOS Devices banner

#### Issue-Specific Page banner

- >Chinese interface: Only 1 position/per magazine
- >English Interface: Only 1 position/per magazine

iPhone banner: 320x41 pixel, JPG 50K MAX  
 iPad banner: 768x60 pixel, JPG 50K MAX  
 Android Devices Banner: 320x41 pixel, JPG 50K MAX

Note:  
 A1/A2 banner space will display on BOTH iOS and Android Devices; B and C banner will only display on iOS Devices

## Advertiser's Benefits

- Your ad in any Ringier print magazine will appear as a BONUS ad in the iOS and Android Devices digital version
- Your digital ad is live-linked to your website, e-mail or video
- Banner position links to your Company Website or Product Pages
- Hot Link to your Video Product Showroom from your banner ad

Banner Position	Rates (USD / month)					
	industrysourcing Apps (Chinese Interface)			industrysourcing Apps (English Interface)		
	3x	6x	12x	3x	6x	12x
Ringier Main Library Banner	3,120	2,640	2,050	3,120	2,640	2,050
Magazine-Specific Library banner	2,640	2,050	1,560	1,320	1,030	790
Issue-Specific Page banner	3,600	3,120	2,640	1,810	1,560	1,320

# Banner & Text Packages

Effectively Communication to Target Audiences

Reach more potential buyers through three channels: Website, E-newsletter and WeChat



- > More visibility – multi channel communication with bonus **text links** offered in the packages
- > Measurable : **Free additional leads**- Gostats Multichannel reporting for Website Ads (banner or article)
- > Optimize your budget- Cheaper than buying ads individually
- > Tailored support - Ringier will be supporting you in the selection of Site Verticals, eNewsletters and Wechat Accounts

Channels	Banner	Text
Website	Display: 468X60px or Half banner/Video banner: 234x60px	Article on industrysourcing vertical sites
E-Newsletter	Display/Video Banner: 300X250 Leaderboard Banner: 728X90	<ul style="list-style-type: none"> <li>• Text ad (image + text) linked to the article at the industrysourcing</li> <li>• Title- Maximum 40 English characters (20 Chinese characters)</li> <li>• Content- Maximum 140 English characters (70 Chinese characters)</li> <li>• Image-160x95 pixel.jpg</li> </ul>
WeChat	Banner: 640X270 Jpg or gif format	Top or Basic story on Corporate or industry accounts >Top Story: Specification for the Image: 900x383 >Basic Story: Specification for the Image: 400x400

Ask your Ringier representative on how you can avail of the special rate.

