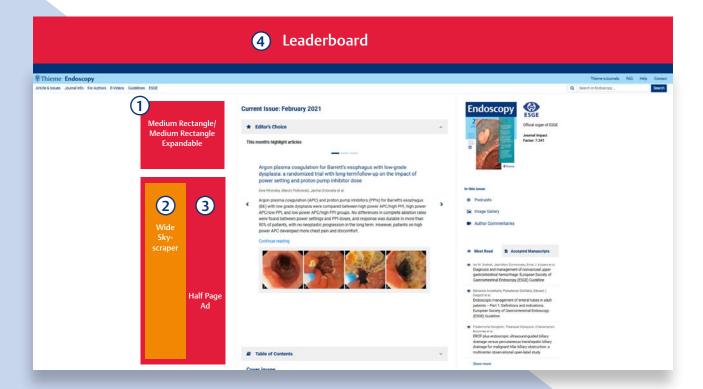
# Online-Platform Endoscopy und EIO

Key monthly statistics: Visits: ca. 8,000 / Ad Impressions: ca. 12,000

Promote your products and events to ensure their visibility within the **gastroenterology** and **GI endoscopy community.** Don't miss out on the digital advertising opportunities with Endoscopy!

The website <a href="http://endoscopy.thieme.com">http://endoscopy.thieme.com</a> serves as the online platform for the journal Endoscopy, the official organ of the European Society of Gastrointestinal Endoscopy (ESGE) and affiliated societies.



## 1 Medium Rectangle

Attract great attention with this large format. Especially suitable for meaningful pictures and visually impressive campaign themes. The prominent placement guarantees high response rates.

### (2) Wide Skyscraper

The Wide Skyscraper off ers an alternative **vertical advertising option** on the right hand side of every page on the Endoscopy website. With overall dimensions of 160 x 600 pixels, the format provides plenty of space for information and attractive visual layout. The ad is placed prominently to achieve maximum attention from visitors on the website.

### (3) Halfpage Ad

With the Halfpage Ad size of 300 x 600 Pixel you will reach the undivided attention of your target group. Not to forget the large space for plenty of details. Whether static formats, Rich Media or Video – a lasting eff ect on your branding and Marketing success is certain.

#### 4 Leaderboard

Embedded as a premium format in our tricolors', the leaderboard is prominently placed at the head of the page. The advertising space of 728 x 90 pixels is optimal for the use of graphics to advertise your pharmaceuticals and active ingredients. Due to the exclusive placement on the website, your ad will be noticed immediately and be remembered.



# Overview of our advertising formats on the Endoscopy platform

Banners	Pixels	File Size (KB)	Format	Price per Month
Wide Skyscraper	160 x 600	max. 100	GIF, JPEG, HTML, Flash	550,-€
Halfpage Ad	300 x 600	max. 150	GIF, JPEG, HTML, Flash	750,–€
Medium Rectangle	300 x 250	max. 100	GIF, JPEG, HTML, Flash	550,-€
Leaderboard	720 x 90	max. 150	GIF, JPEG, HTML, Flash	850,-€