

Show Your Best Sides

Objective, Neutral and Targeted –
Marketing with Technical Contributions

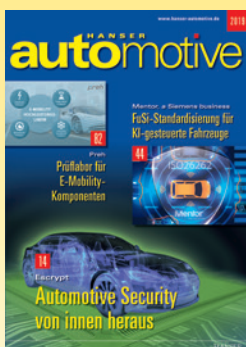
The benefits:

- 1 Reprint
- 2 Digital Reprint (PDF 300 dpi)
- 3 Internet PDF (PDF 72 dpi)
- 4 Article sponsoring/Open Access

Perfectly suited to:

- Distribution at trade fairs and exhibitions
- PR activities of all kinds
- Following up on customer queries
- Support for your field staff
- Printed brochures for calling on customers
- High-speed download of your digital press archive
- Your newsletter

Translation into nearly every language



Dr. Dietmar Mäder

Brilliant Looks

Metallic and Pearlescent Pigments
Accentuate Packaging Design



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Special reprint

Strong brand: Carl Hanser Verlag stands for dependable, believable information

Prominent: The author's name and headline of the article

Competent: The cover of the magazine

Optional: Your logo and address

International: We translate your copy for you into almost every language – impress your foreign customers with outstanding specialist publications

Practical:
Adapted pagination



Spezial service: Other firms' advertisements will be removed and the layout adapted accordingly. Or you can simply supply us with a suitable advertisement of your own.

I will be delighted to advise you personally!

Petra Dregger · Tel.: +49 89 99830-113 · Fax: +49 89 99830-126 · petra.dregger@hanser.de

1 Offprint

The classic offprint

A sound advertising medium

ADVANTAGES TO YOU:

- Time saving
- Prestigious design
- Professional execution
- In-time delivery
- A designated staff member to contact
- Short print runs possible

USE:

For distribution at trade fairs, exhibitions, for visits to customers, for your external sales force, following up customer enquiries, PR activities, displaying at reception etc.

YOU RECEIVE:

Scope for individual design, the required print run, including distribution license for the printed copies



2 Digital Offprint

Print-PDF (300 dpi): be your own publisher!

And produce your own special issue under direct control

ADVANTAGES TO YOU:

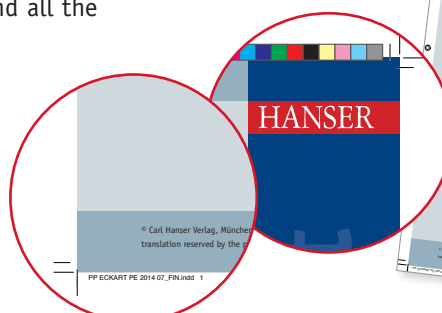
- Unlimited print runs
- As an insert for your direct marketing campaigns
- As part of a prospectus, a company brochure or a customer journal
- Your own advertisements or you can add a featured offprint title page
- You decide when and where to print
- From your own colour printer to a full-scale printing press
- Print on site/at exhibitions/abroad
- Unlimited reprinting rights

USE:

For your in-house printing department, company brochures, customer magazines, employee journal, and all the intended purposes of offprint printing

YOU RECEIVE:

Scope for individual design, artwork, high resolution high end PDF (300 dpi), including license for unlimited print runs and for reprint



3 Internet-PDF accessible at any time

ADVANTAGES TO YOU:

- File format suitable for the Web
- 24 hour availability: your article is available round the clock everywhere in the world
- Rapid, cost-effective dispatch by newsletter or e-mail campaign

USE:

Aid to decision-making from the specialist press, information material about new developments and products from your company, following up customer enquiries, for your employees, support for your external sales force, Intranet, Internet, your home page, press reviews, e-mails, newsletter, as a link to your home page, USB stick, CD etc. ...

YOU RECEIVE:



A PDF file for rapid download (72 dpi), original layout, advertisements are removed, this space is left blank, including license for electronic distribution



4 Article sponsorship for companies and authors - open access for technical papers

Once the specialist journal has appeared, the full text version of all articles is simultaneously recorded in our on-line archives. The article is offered to subscribers for access with their on-line identifier. On ordering, the desired technical article is available for a period to all users for cost-free download. In addition, your company is named as a sponsor in prominent positions.

ADVANTAGES TO YOU:

- Multiplier effect – opening up new target groups
- Response measurement: evaluation of call-offs
- 24 hour availability: your article is available round the clock everywhere in the world

USE:

Use in newsletters, e-mail campaigns, your home page, e-mail enquiries from customers

YOU RECEIVE:

Activation, sponsorship announcements, 1 year's license term, hit count at the end of that period

