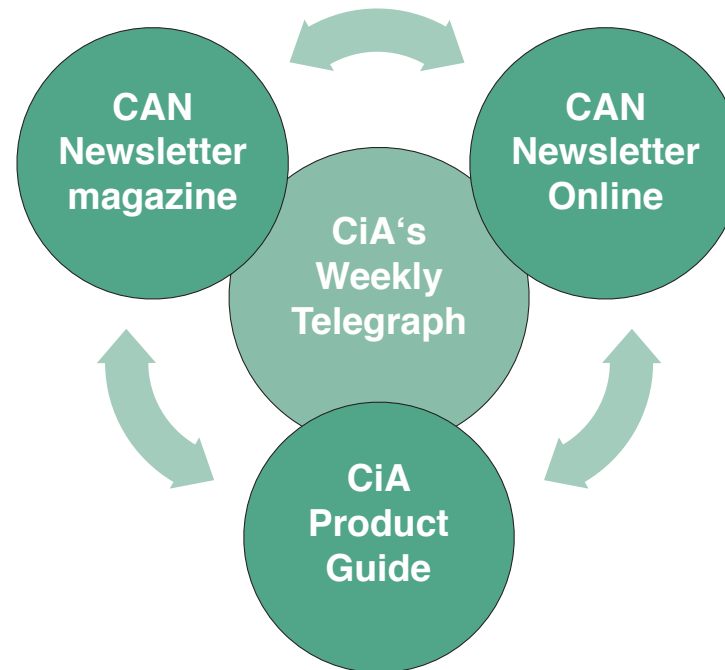


CiA publications - Media kit 2018



Home

Advertising in CiA's publications

CiA offers several advertising opportunities for your products and services:

- Advertisements in the CAN Newsletter pdf-magazine combined with banner-ads in the CAN Newsletter Online
- Banner in the CAN Newsletter Online
- Banner-ads in CiA's Weekly Telegraph for highly topical product or event announcements
- Product entries in the CiA Product Guide, which are linked to the related frames in the CAN Newsletter Online automatically

Please [contact us](#), we will be glad to provide you an offer according to your request and budget.

CAN Newsletter pdf-magazine – Overview

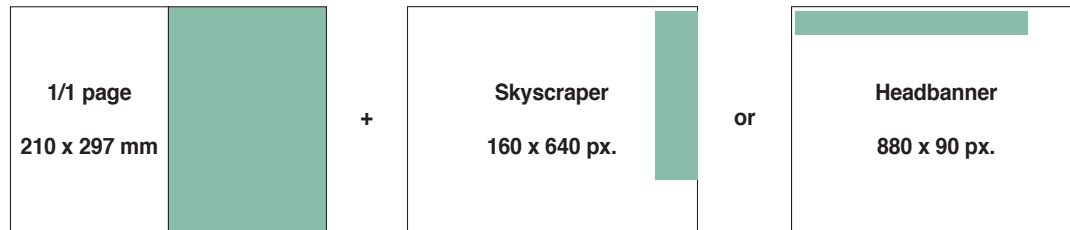
The CAN Newsletter magazine (pdf) provides technical articles and application reports for engineers designing CAN products and CAN systems. Side notes provide service information such as abstracts, summaries, links, and brief company or technical background information.

Please send us your artwork in time and contact us with any questions (publications@can-cia.org).

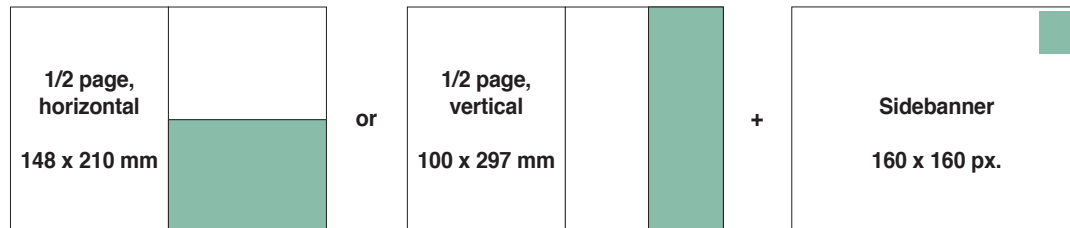
If you want to submit a technical article for any issue, please contact our editors (pr@can.cia.org)

Issue	1/18	2/18	3/18	4/18
Publication date	February 22	June 1	September 1	November 22
General topics	Technology articles, application-reports, interviews, company profile, application notes, etc.			
Closing date for editorials	January 04	April 18	July 18	September 30
Closing date for ad orders	January 18	May 2	August 1	October 15
Closing date for art work	February 2	May 11	August 10	November 2

CAN Newsletter magazine advertisements



	CiA-members	Non-members
1/1 page, full color advertisement + skyscraper or headbanner		
1 issue + 3-months banner	1.650,00 €	1.980,00 €
2 issues + 6-months banner	2.970,00 €	3.564,00 €
3 issues + 9-months banner	4.332,00 €	5.197,00 €
4 issues + 12-months banner	5.610,00 €	6.732,00 €



	CiA-members	Non-members
1/2 page, full color advertisement horizontal or vertical + sidebanner		
1 issue + 3-months banner	1.105,00 €	1.326,00 €
2 issues + 6-months banner	1.989,00 €	2.387,00 €
3 issues + 9-months banner	2.900,00 €	3.480,00 €
4 issues + 12-months banner	3.757,00 €	4.508,00 €

Different combinations of advertisement and banner sizes are possible. Please ask for your special offer.

• [Orderform](#)

CAN Newsletter Online - Banner-ads

Category pages	Skyscraper (160 x 640 px.)		Headbanner (880 x 90 px.)		Sidebanner (160 x 160 px.)	
Duration	CiA-members	Non-members	CiA-members	Non-members	CiA-members	Non-members
3 months	600,00 €	720,00 €	500,00 €	600,00 €	300,00 €	360,00 €
6 months	1.080,00 €	1.296,00 €	900,00 €	1.080,00 €	540,00 €	648,00 €
9 months	1.575,00 €	1.890,00 €	1.312,00 €	1.575,00 €	787,00 €	945,00 €
12 months	2.040,00 €	2.448,00 €	1.700,00 €	2.040,00 €	1.020,00 €	1.224,00 €

Start (home) page	Skyscraper (160 x 640 px.)		Headbanner (880 x 90 px.)		Sidebanner (160 x 160 px.)	
Duration	CiA-members	Non-members	CiA-members	Non-members	CiA-members	Non-members
3 months	1.200,00 €	1.440,00 €	1.000,00 €	1.200,00 €	600,00 €	720,00 €

Each banner-ad is automatically also published on the four category overview pages (limited to one company 3 month a year).

CiA's Weekly Telegraph - Banner-ad

Headbanner (560 x 60 px.)		
Calendar week	Rates CiA-members	Rates non-members
per banner and mailing	250,00 €	350,00 €

CiA Product Guide

CANopen, CAN and J1939	Rates CiA-members	Rates non-members	Special rates
Each product entry	250,00 €	500,00 €	on request

Product entries will run for one year from date of publication.

With our order confirmation you will receive instructions on how to provide your material for your product entries.

• [Orderform](#)

www.can-newsletter.org

www.cia-productguides.org

Statistics 2017

CAN Newsletter Online 2016	
Visits	91.489
Impressions	169.942

CiA Product Guide 2016	
Impressions	38.011

CiA's Weekly Telegraph	
Subscribers October 2017	14.400

CAN Newsletter magazine (pdf) till October 2017		
Issues	Downloads complete issue	Downloads single articles
3/2016	5.207	8.492
4/2016	3.319	7.432
1/2017	4.437	8.637
2/2017	3.682	4.425

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CAN Newsletter (CNL)

CiA Product Guide

Statistics

Information

www.can-newsletter.org

www.cia-productguides.org

Technical data

Rates:

They are all given in € plus German VAT and do not include any agency discount.
We will be glad to provide special offers on request.

Art work for ads in CNL:

Please send your artwork preferably as pdf-file with embedded fonts in web-resolution by email to publications@can-cia.org.

Banner ads:

Please send your files as gif-, jpg-, png- or flash-files to publications@can-cia.org.

General:

Please send all your advertisements, product entries, banners, and articles only in English language.

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CAN Newsletter (CNL)

CiA Product Guide

Statistics

Information

www.can-newsletter.org

www.cia-productguides.org

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