

## Structurae – Media Data for On-line Advertising

<b>Description</b>	Structurae probably is the most comprehensive database on the Internet dealing with structural and civil engineering. Structures designed by engineers or by architects of all types are documented and categorized. Easy navigation allows the visitor to discover the diversity in structural engineering and the resulting works from the world over. Biographies of engineers and architects, as well as descriptions of the companies that plan and build those designs and their products may be found as well. Literature and link databases are also offered.
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<b>Target Group</b>	Structurae is primarily intended for practicing civil and structural engineers, but many architects and other construction specialists use the site as well. Students and instructors in the relevant subject areas also constitute part of the visitor base. Evidently interested laypersons will also access the site.
<b>Languages</b>	<b>English, French, German</b>  The language versions are considered separate in terms of editing and on-line advertising. Not all content is available in all languages.
<b>Reach</b>	As Structurae is available through the Internet, the reach is global. Every month visitors from more than 120 countries from around the world visit the site. The most visitors come from the USA, UK, Germany and France.
<b>Technical Information</b>	The site is hosted on three own servers using the Windows Server 2003 operating system, a MySQL database, and ColdFusion MX 7 to display the data on the web.  A banner rotation system – OpenX ( <a href="http://www.openx.org">www.openx.org</a> ) – is also installed on the server to handle the on-line advertising..
<b>WWW-Domains</b>	<b>Main: structurae.de</b> Other domains: structurae.net, structurae.org, structurae.eu, structurae.info, structurae.co.uk  English Version: <a href="http://en.structurae.de">http://en.structurae.de</a> French Version: <a href="http://fr.structurae.de">http://fr.structurae.de</a> German Version: <a href="http://de.structurae.de">http://de.structurae.de</a>

# Structurae – Types of On-line Advertising

## 1. Introductory Page

The screenshot shows the Structurae website interface. At the top, there are language options (English, Français, Deutsch) and the URL www.structurae.de. Below this is a navigation bar with categories like Structures, Large-Scale Projects, Persons, Firms & Offices, Products, Literature, and Links. A search bar is located on the left. The main content area includes a 'Welcome to Structurae!' message, a 'New & Noteworthy' section, and a 'Content Statistics' table. Advertising options are highlighted with dashed orange boxes and labels: A: Sponsoring (top navigation bar), B: Square (top right), C: Banner (bottom), and D: Vertical Banner (left sidebar).

Content Statistics	
Structures	40761
Large-scale Projects	1408
Persons	7342
Firms & Offices	9205
Images (📷)	122109
Publications	31456
Journals	282
Links	32957
Products	34

- A: Sponsoring** Sponsoring Buttons e.g. to display your company logo or a small advertising message. These up to **six** buttons appear on **every page** of a language version.
- B: Square** Square advertisement of a maximum of 200 x 200 pixels. This message will appear **only** on the **introductory page**.
- C: Banner** Standard banner of 468 x 60 pixels. Available on **every page** of a language version
- D: Vertical Banner** Vertical Banner of up to 120 x 300 pixels. Available on **every page** of a language version.

*For all options, your message can be presented as a static image (GIF, JPG, PNG) or animation (GIF, Flash).*

## 2. All Other Pages

The screenshot shows the Structurae website interface. At the top, there are language selection buttons (English, Français, Deutsch) and a navigation menu. Below the navigation menu, there are several advertising buttons (A: Sponsoring) for 'Elastomeric bearing', 'SOFiSTiK', and 'DSI'. The main content area is titled 'Structures' and features a search bar, a list of structures, and a 'Structure of the Month' section. On the left side, there is a vertical banner (D: Vertical Banner) for 'Fiberglass Ties & Rebar'. On the right side, there is a skyscraper advertisement (E: Skyscraper) for 'RELY ON DSI'. At the bottom, there is a banner (C: Banner) for 'Slow PC? Try This.'.

- A: Sponsoring** Sponsoring Buttons e.g. to display your company logo or a small advertising message. These up to **six** buttons appear on every page of a language version.
- C: Banner** Standard banner of 468 x 60 pixels. Available on every page of a language version
- D: Vertical Banner** Vertical Banner of up to 120 x 300 pixels. Available on every page of a language version.
- E: Skyscraper** Standard Skyscraper advertisement of 120 x 600 pixels, smaller or larger formats possible. This form of advertisement is displayed on all pages except the introductory page.

*For all options, your message can be presented as a static image (GIF, JPG, PNG) or animation (GIF, Flash).*

## Structurae – Other Marketing Options

### 1. Premium Entry of Your Firm

Any company in the AEC sector can obtain a premium version of the otherwise free entry in the "Firms and Offices" section of Structurae. The premium version is available at 150 Euros (+ VAT where applicable).

The premium entry allows the addition of more than 2 contact addresses as well as the company logo. A listing of the types of services or products offered is included as well products that may have been entered in the "Products" section.

More information is available on: <http://en.structurae.de/firms/premium.cfm>

### 2. Product Entries

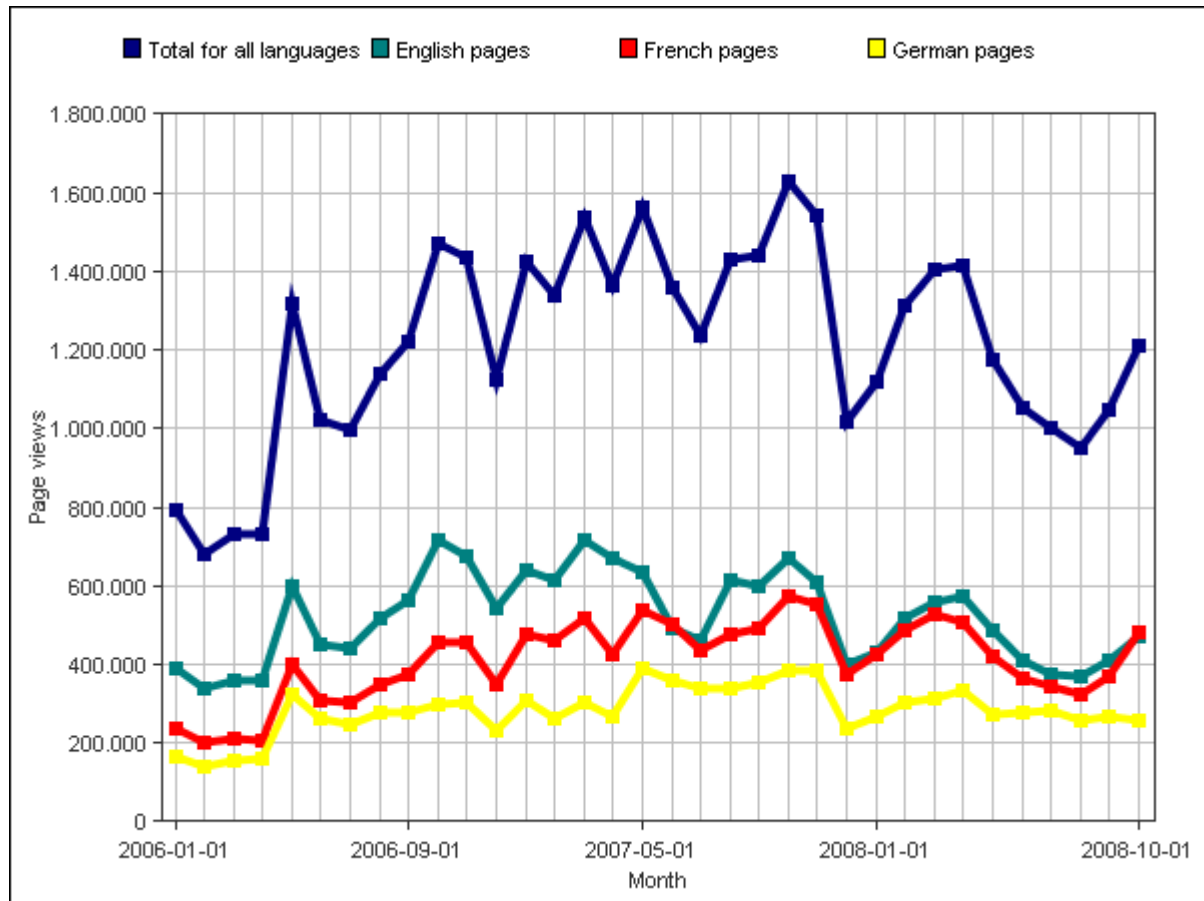
Also since April 2004 the Structurae database includes the section "Products". This section offers the possibility to showcase construction-relevant products. The product pages can then be linked to any number of reference structures or large-scale projects already listed in the Structurae database. On the linked pages, a short product description and image appears then with a link back to the detailed product entry.

Product entries are available for a one-time fee of 150 Euros (+VAT if applicable) per product. For more than two product listings, discounts are available.

More information is available on: <http://en.structurae.de/products/>

## Structurae – Statistics

Google Analytics keeps up-to-date statistics of the visitors to the Structurae web site. If you wish to access these statistics, please let us know and we will set up a guest access. Please note that you must have a Google Account in order to do so. Below find a graphic summary of the number of page views since January 2006.



## Structurae – Pricing

(+ VAT where applicable)

### A) Sponsoring (120 x 60 pixels)

Period	All languages
6 months	1 250,-- €
12 months	2 000,-- €

### B) Square (200 x 200 pixels)

Period	English	French	German	All languages
1 month	150,-- €	150,-- €	110,-- €	360,-- €
3 months	400,-- €	400,-- €	300,-- €	970,-- €
6 months	720,-- €	720,-- €	530,-- €	1 440,-- €
12 months	1 250,-- €	1 250,-- €	920,-- €	2 500,-- €

### C) Banner (468 x 60 pixels)

Exclusive display (no rotation, only your ad appears during this period).

Period	English	French	German	All languages
1 month	180,-- €	180,-- €	90,-- €	360,-- €
3 months	485,-- €	485,-- €	240,-- €	970,-- €
6 months	865,-- €	865,-- €	430,-- €	1 730,-- €
12 months	1 500,-- €	1 500,-- €	750,-- €	3 000,-- €

### D) Vertical Banner (120 x 300 pixels)

Exclusive display (no rotation, only your ad appears during this period).

Period	English	French	German	All languages
1 month	210,-- €	210,-- €	110,-- €	420,-- €
3 months	565,-- €	565,-- €	300,-- €	1 130,-- €
6 months	1 010,-- €	1 010,-- €	530,-- €	2 020,-- €
12 months	1 750,-- €	1 750,-- €	920,-- €	3 500,-- €

### E) Skyscraper (120 x 600 pixels)

Exclusive display (no rotation, only your ad appears during this period).

Period	English	French	German	All languages
1 month	240,-- €	240,-- €	120,-- €	480,-- €
3 months	650,-- €	650,-- €	320,-- €	1 300,-- €
6 months	1 150,-- €	1 150,-- €	580,-- €	2 300,-- €
12 months	2 000,-- €	2 000,-- €	1 010,-- €	4 000,-- €

### F) Combined Campaigns

Any of the above advertisement formats as well as product and premium firm entries may be combined. It is also possible to combine only two languages instead of all three. For offers on such combinations, please contact us.