

SHAREWORK

the investor's first click!



Mediadata 2007

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SHAREWORK



Sharework.de • facts and numbers

Shopping Portal – customers of high purchasing power

- Highest affinity to the trading and internet world
- > 50,000 monthly unique users
- > 250,000 monthly page impressions
- high clickrate (>2-6%)
- high conversion rate (>0,5-2%)
- Value of order from 30 – 4,000 EUR

The screenshot displays the Sharework.de website interface. At the top, there are banners for 'Aktienanleihen' (Stock Loans) and 'BHF BANK'. Below these, the main navigation bar includes 'Startseite', 'Katalog', 'SPRACHE' (German, English), 'WAHRUNG' (Euro), and 'WARENKORB'. The central content area is divided into several product categories:

- METASTOCK 10**: A software package for stock analysis, priced at 119,00 € for the full version and 139,00 € for updates.
- ELWAVE**: A 30-day trial version of the ELWAVE Realtime Scanning Edition, available for 4 weeks.
- METASTOCK 10 PRO FX**: A professional FX trading software, priced at 399,00 €.
- TRADESTATION 2000i**: A trading platform for professional traders, priced at 1.999,00 €.
- METASTOCK PLUGINS**: Various plugins for the MetaStock system, including the ICE 2.5 plugin.
- METASTOCK QUOTECENTER**: A real-time platform for private users, priced at 1.099,00 €.
- DER TOOLVERGLEICH**: A tool comparison section.
- E-BOOKS**: A section for e-books.

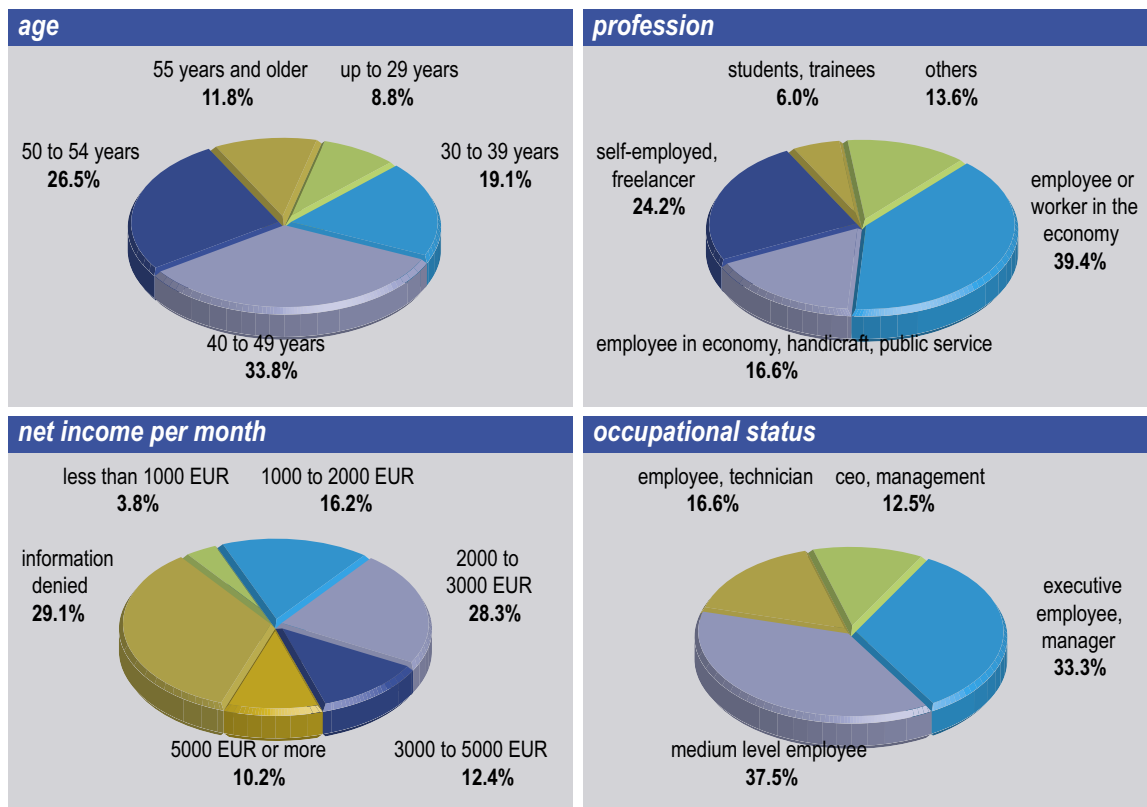
On the right side of the interface, there are promotional banners for 'DAB bank' and 'Jetzt wechseln!' (Now switch!). The bottom of the page features a navigation bar with 'Startseite', 'Katalog', 'SPRACHE', 'WAHRUNG', and 'WARENKORB'.



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Visitors details:

- 87.2 % of the visitors are male.
- 21.6 % are working in the industry.
- 26.3 % are working for companies with 5 to 20 employees.
- 56.9 % are living in a 2-person-household.
- 95.8 % are very interested in economy and trading.





- Skyscraper: 120 x 600 or 160 x 600 Pixel
- Content ad / rectangle: 300 x 250 Pixel
- Bigsize Banner: 728 x 90 Pixel
- Halfsize banner: 179 x 60 Pixel
- Premium product link in menu left
(specifications on next page)





Advertising media	Size (Pixel)	Format	Max. size	TKP in Euro
Bigsized Banner	728 x 90	animated gif / flash / html	30 KB	18,00
Skyscraper	120 x 600 160 x 600	animated gif / flash / html	40 KB	25,00
Content Ad / Rectangle	300 x 250	animated gif / flash / html	40 KB	50,00
Premium product link	1 to 2 lines at 23 char.	Text	-	50,00
Textlink in Newsletter	1 line at 25 char.	Text	-	15,00
Newsletter Standalone (10 bis 50.000)	1 DIN A 4 page maximum	HTML	50 KB	100,00
Newsletter Standalone PLUS (10 bis 50.000)**	1 DIN A 4 page maximum	HTML	50 KB	125,00
Newsletter StandTogether	Double Skyscraper	animated gif / flash / html	80 KB	50,00
Newsletter advertisement	3-5 lines at 50 characters	Text	-	25,00
Halfsize banner	179 x 60	animated gif / flash / html	20 KB	14,00

****Newsletter Standalone PLUS:** your content built in the Sharework design
There will be a rebate for booking advertisements for 6 months and more.
All prices are net prices.



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Quantity rebate

- > 8.000 EUR 5 %
- > 16.000 EUR 7 %
- > 24.000 EUR 9 %
- > 32.000 EUR 12 %
- > 64.000 EUR 14 %
- > 125.000 EUR 16 %

Minimum amount: 5.000 EUR


Delivery needs to be done 3 days before date of operation

Control of success:

Campaign control via **etracker** / **Klicktracker** / **Falk Adserver**

Sharework.de • Contact

Responsible for online marketing on trader-software.com

business 

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