

# FARBE **UND** LACK

The FARBE**UND**LACK portfolio includes trade publications, industry events, and unique services connecting the high-class community of experts in the German-language coatings industry as well as allied industries such as printing inks, adhesives and sealants, and construction chemicals. Unsurpassed in size and quality, our audience engagement opportunities represent a solid backbone and valuable foundation in achieving your individual communication goals.



[www.farbeundlack.de](http://www.farbeundlack.de)

## Whitepaper

Present your company as a solution-provider! Whitepapers present specialist information while avoiding any kind of marketing phrases: most common are case studies, analyses, or market research results. On 2 to max. 15 pages the author often provides pros and cons as well as cost and possible savings of the presented solution. Potential customers looking for hands-on solutions find your whitepaper and your value proposition on our website and via our supporting marketing campaign. Monthly reports summarize the contact data of all users who have downloaded your whitepaper and provide valuable high-quality leads for your sales force to follow-up on.

### Included services

- Presentation of your whitepaper (PDF file) on [www.farbeundlack.de](http://www.farbeundlack.de) for 3 months
- Download via an individualized landing page with registration details according to your requirements (i.e. user name, company, job function, country, e-mail, etc.)
- Total of 6 teaser text advertisements (2 per month) linked to your whitepaper in the FL Newsletter (published twice per week)
- Text ad requirements: headline: max. 34 characters incl. spaces; text: max. 400 characters incl. spaces; picture/logo: 600 x 240 px, GIF or JPG, max. 100 KB
- Total of 3 lead reports (CSV file, 1 per month) including the contact data of all users who have downloaded your whitepaper
- Data in line with our privacy policy and the General Data Protection Regulation (EU) allowing third party usage of the provided data

Rate: € 7,900

*Rate subject to VAT where applicable.*

### Discounts

Series discount	%
2 whitepapers	-3
3 whitepapers	-5
5 whitepapers	-10
8 whitepapers	-15

*Discounts only apply to whitepaper orders within 12 months starting with the publication date of the first whitepaper.*

*Cancellation period for whitepapers: 8 weeks before whitepaper publication date.*

### ADVERTISING CONTACTS

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