

GOING INTERNATIONAL MARKETING OFFERS

Overview of Services

PRINT ADS IN THE COURSE CATALOGUE

WEB PORTAL AND NEWSLETTER ADVERTISING

CUSTOMISED PUBLICATIONS

RECRUITING AND CONSULTING

*Media data
Prices & Discounts
Valid as of June 2009*

GOING  INTERNATIONAL

Information Services G. Polak KEG, Fasangasse 28/27, 1030 Vienna, Austria, www.goinginternational.org

GOING INTERNATIONAL *Web*

Going International website

www.goinginternational.org – the varied information portal for international health

The comprehensive **ONLINE DATABASE** continuously offers you new information on current courses, education programmes and congresses and keeps you up-to-date on recommended websites and journals. The international **JOB EXCHANGE** with vacancies at hospitals, in medicine, industry and at international organisations complements the training by offering typical career opportunities. Going International also serves as an **INTERFACE FOR INTERNATIONAL CO-OPERATION** in the fields of health and education and is a **NETWORKING** and co-operation partner of international institutions and organisations.

YOUR ADVERTISEMENT ON THE HOMEPAGE OF GOING INTERNATIONAL

Place your current information under the headings courses, congresses, jobs and special of the month!

- COURSE OF THE MONTH** We advertise your course in a prominent place on the welcome page for one month and thus generate even more attention.
1 month € 350.- / prolongation by one month € 300.-
- CONGRESS OF THE MONTH** Attract additional participants to the congress you organise by presenting it in detail under this heading.
1 month € 350.- / prolongation by one month € 300.-
- JOB OF THE MONTH** All visitors of the start page immediately see your job offer.
1 month € 350.- / prolongation by one month € 300.-
- SPECIAL OF THE MONTH** You publish a new book, host a highly special event or have re-launched your internet presentation. Under this heading, interesting health news and events are highlighted.
1 month € 350.- / prolongation by one month € 300.-



Media data of www.goinginternational.org

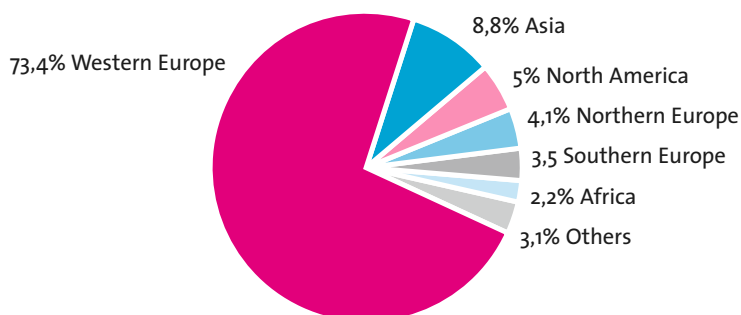
(As per visitor statistics of March 15, 2009)

- VISITORS** Around **15,000** individual users from all over the world **per month**
- PAGE HITS** Around **120,000** page views **per month**
- LANGUAGES** **German, English, Italian, Spanish**
- CONTENTS** Course and congress database, authors' contributions (with downloads), recommended websites and journals, archives, jobs and career, reports on experiences during missions abroad, course and congress of the month

VISITORS BY TARGET GROUPS

Persons from the fields of medicine and health care, universities, industry and business, international organisations

Visitors of the Going International website per region (March 2008 to February 2009)





Online databases

In the online databases of Going International, you can find new courses and congresses as well as a varied selection of journals and websites every day. The databases on journals & websites offer concise information and direct hyperlinks to the most important pages of the related portal (news, upcoming events, downloads, accessible databases and jobs).

REGISTER YOUR COURSE YOURSELF!

Benefit from the opportunity to publicise your master programmes, courses, seminars, congresses and other events free of charge at www.goinginternational.org. Registration, input and editing or updating – a service available to you around the clock. By using our **publication guarantee**, you can secure an additional entry in the course catalogue »medicine & health« (for details and prices, see page 6).

Banner

Classic and it works! Benefit from the high number of specialised visitors to present your advertising message. The website of Going International is regularly visited by physicians, executives active in health care, specialised medical professionals and students.

Place your banner on the Going International website to reach your specific target group.

FORMATS AND PRICES

Full-sized banner 468 x 60 pixel per month, minimum placement of 1 month	€ 250.-
Skyscraper banner 120 x 468 pixel per month, minimum placement of 1 month	€ 250.-
Button 137X60, 250x50 or 234X60 pixel per month, minimum placement of 1 month	€ 200.-
Design costs (optional) You will receive the finalised animation by e-mail. Per subject	€ 100.-

BANNER CHANGES: Place your banner ads in periods and cycles and, thereby, raise the click-through rate: For banner placements for a minimum of two months, the price includes weekly banner changes!

YOUR DATA: Banners and buttons in the formats Flash, Animated GIF or JPG, Hyperlink to your website.



Job exchange

Set the course for your career – for physicians and specialised medical professionals, health care, pharmaceuticals industry and IT jobs. Your vacancies, your company picture with logo, job applications and access to the job-seeker database (detailed search functions, full-text search).

Send us information on your vacancies for placement on the GI Job Exchange (the entries will be drafted, input and designed by GI).

SAMPLE OFFERS

STANDARD JOB OFFER

up to 5 vacancies for 1 month	€ 350.-
up to 10 vacancies for 3 months	€ 650.-

STANDARD JOB OFFER SPECIAL RATE FOR NEW CUSTOMERS

up to 10 vacancies for 3 months	only € 580.-
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JOB OF THE MONTH

1 month directly at our welcome page	€ 350.-
prolongation by one month directly at our welcome page	€ 300.-

Get more information on further comprehensive advertising and presentation options. We will be pleased to advise you and send you a detailed list of services and prices.



GOING INTERNATIONAL *Information Services* KONTAKT & BERATUNG

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TERMS OF PAYMENT

All prices are quoted exclusive of 20% VAT (and 5% statutory advertising tax for ads).

All prices indicated are payable without any deductions immediately upon receipt of the invoice.

In case of delays in payment, 4% interest and collection costs shall be paid.

The Terms and Conditions of Going International that are accessible on our website at www.goinginternational.org and the *Allgemeinen Anzeigenbedingungen des Österreichischen Zeitschriftenverbands* (General Advertising Terms and Conditions of the Austrian Periodical Publishers Association), published in the *Amtsblatt zur Wiener Zeitung* (official gazette) on 26 January 1980, shall apply. Place of performance and jurisdiction is Vienna, Austria.

IMPRINT

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Errors & omissions excepted.