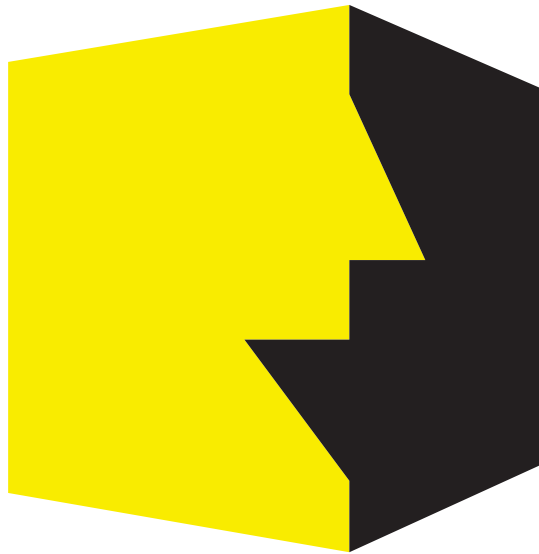


# Rate Card



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UND VERLIERER  
**50. DEUTSCHER  
HISTORIKERTAG**



GOETTINGEN  
**SEPTEMBER 23 – 26, 2014**

# The 50<sup>th</sup> German Historikertag in Goettingen 2014



Page 1

The 50<sup>th</sup> German Historikertag will be held September 23 – 26, 2014, in Goettingen. This biennial event is one of Europe's largest humanities conferences and covers all areas of historical research. Around 3,500 guests are expected to visit and participate.

Under the auspices of the Prime Minister of Lower Saxony, Mr Stephan Weil, this anniversary convention is organized by the German Association of Historians (VHD – Verband der Historiker und Historikerinnen Deutschlands) and the German Association of History Teachers (VGD – Verband der Geschichtslehrer Deutschlands) in cooperation with the University of Goettingen.

Over the span of four days and more than 60 different sections, German and international speakers will present and discuss current historical research under the motto of "Winners and Losers".

The United Kingdom of Great Britain and Northern Ireland is the official "Partner Country" of the 50<sup>th</sup> German Historikertag. Great Britain has strong historic ties to the state of Lower Saxony, the city of Goettingen and especially the University of Goettingen, the Georgia Augusta, which was founded and named after Georg August, Electore of Brunswick-Luneburg (Hanover) who also was Georg II., King of Great Britain.

A traditional element of each Historikertag is the large trade exhibition of publishing houses, NGOs, foundations and research institutions. It offers a forum for presenting new publications and keeping in touch with the research community, students, journalists, history teachers and pupils as well as the interested public.



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# 1. The Program

## Profile in Brief

The program accompanying the 50<sup>th</sup> German Historikertag is the main source of information for all individuals participating in the conference. It keeps prospective participants, lecturers and other interested parties well informed and serves as a means of orientation prior to and during the course of the conference.

The program contains specifications on schedule, events and venue as well as further supplementary details on the conference. It also contains a bookmark featuring our corporate design.

## The program contains information on:

- the academic, cultural and social schedule
- formal events
- the PhD forum
- the school program
- the trade exhibition
- special events and field trips
- registration, transportation, accommodation
- sponsors



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# 1. The Program – Details

Number of Pages: Ca. 200 pages

Circulation: 9,500 copies

Target Audience:

The research community, students, journalists, history teachers and pupils as well as the interested public.

Distribution:

- The program will be sent to all members of the German Association of Historians (VHD) and the German Association of History Teachers (VGH), to all history departments, faculties, institutions and student representatives at universities in Germany, Austria and Switzerland as well as to the main universities and research centers in the United Kingdom of Great Britain and Northern Ireland.
- The program will also be sent to more than 500 upper secondary level schools in Lower Saxony.
- Non-profit history clubs and societies as well as interested individuals will be able to order a program with our organization office free of charge.

Format

The program will be 148 x 210 mm (DIN A5 = 5.83 x 8.27 in).

Layout and Production

The program will be layouted and printed by our marketing agency "o.a.f.medium". For the first time in Historikertag history, not only the jacket but also the inside of the program will be printed in full color.

Advertising

You can book ads of varying size and position which will be included in the program. We offer two-page, full-page and half-page ad placements as well as the option to book your own supplement. You are able to choose the position for ads on the jacket pages U2, U3 and U4; however, it is not possible to specify the position of the ads on the inside of the program. Additionally, the backside of the bookmark can be booked exclusively as a high-profile spot advertising your company.



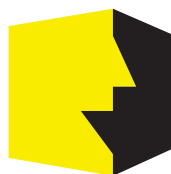
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# 1. The Program – Prices

Format	Print & Size	Price
U4 fixed position	148 x 210 mm (DIN A5 = 5.83 x 8.27 in) Full color (4/4)	2,250,- €
U2, U3 fixed position	148 x 210 mm (DIN A5 = 5.83 x 8.27 in) Full color (4/4)	1,480,- €
Two-page ad (2/1) no fixed position	296 x 210 mm Full color (4/4)	1,380,- €
Full-page ad (1/1) no fixed position	148 x 210 mm (DIN A5 = 5.83 x 8.27 in) Full color (4/4)	870,- €
Half-page ad, no fixed position	148 x 105 mm (5.83 x 4.13 in) Full color (4/4)	480,- €
Supplement	148 x 200 mm (5.83 x 7.87 in)	1,250,- €
Supplement, folded	290 x 200 mm (11.41 x 7.87 in)	1,580,- €
Bookmark backside	52 x 148 mm (2.04 x 5.83 in) Full color (4/4)	1,100,- €

→ All prices are quoted in Euro and are exclusive of VAT.



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# 1. The Program – Conditions

## Timeline

- Booking of ads in the program starts November 28, 2013. Please contact our organization office.
- We need to receive your advert data February 28, 2014.
- Printing will start March/April of 2014.
- Distribution of the program will start April/May of 2014.

## Conditions

- Allocation of the jacket pages U2-U4 will be conducted in chronological order.
- Print and delivery of supplements lies with the customer.
- Cancellation of one or all of your booked ads is possible only until February 15, 2014. We will have to charge a 50 % cancellation fee.
- Reworking of ads is not planned for. Individual cases may be subject to exceptions, please get back to us if you have any questions.
- Please make sure that supplements are the correct size and have them delivered to our house already folded (if needed). Otherwise we have to bill you for any extra work on our side. Please get back to us if there is any problem we can help you with.

## File Format

- We would prefer your data to be .jpg or .tiff files in CMYK color. We also accept CMYK .pdf files.
- The file needs to be high resolution, i.e. it should have at least 300 dpi.
- Please name your files: program\_<YourCompany>

## Transfer

- Please send your file via email to [historikertag@uni-goettingen.de](mailto:historikertag@uni-goettingen.de). Please include „program Historikertag“ into the subject line. You can also send a CD-ROM via regular mail to the address mentioned below.



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## 2. The Website

### Profile in Brief

Aside from the program, our website representing the 50<sup>th</sup> German Historikertag is the main source of information for all individuals participating in the conference.

It comprises all relevant information concerning on schedule, venue and events of the conference. Furthermore, the general registration process will be carried out online via our website.

Experience has shown that visitors are increasingly using the website to gather information on events, locations or directions prior and during the conference via smart phones and tablet PCs. Thus, our website is built with responsive design and caters to the screen solution of the receiver.

### The website offers information on:

- the academic, cultural and social schedule
- formal events
- the PhD forum
- the school program
- the trade exhibition
- special events and field trips
- registration, transportation, accommodation
- sponsors

and contains

- the registration system
- maps of the venue and surroundings
- our weblog accompanying the conference



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## 2. The Website – details

URL

→ [www.historikertag.de](http://www.historikertag.de)

Target Audience:

→ The research community, students, journalists, history teachers and pupils as well as the interested public.

Traffic:

→ The website of the German Historikertag has been getting increasingly more user traffic over the span of the last years. Due to the rising prevalence of devices such as smartphones and tablet PCs more and more visitors access our website not on prior to, but also during the conference in order to gather information. Another user group consists of individuals who are using the site to look up the current discussions and state of research in the academic field.

→ While the URL of the website remains the same, the contents vary for each German Historikertag, which is held every two years. In 2010 the conference was held in Berlin. That year the website got hit a total of 40,000 times. In 2011, when the Historikertag took place in Mainz, the website was visited 50,000 times between October 2011 and September 2013, the number of which is made up as follows:

- Home:	52.667 hits
- Schedule:	31.838 hits
- Info&Registration:	18.160 hits
- Exhibition:	6.264 hits
- Venue:	5.440 hits
- Contact:	4.586 hits

→ Additionally, a number of hits relate to several sub-pages such as “Academic Agenda”, which received 21,529 hits.

→ After the end of the conference our website will remain at [www.historikertag.de](http://www.historikertag.de) until presumably fall 2015, when the site will be relaunched to support the 51<sup>st</sup> German Historikertag in 2016.

Our version will be archived; however, it will still be visible at [www.historikertag.de/Goettingen2014](http://www.historikertag.de/Goettingen2014).



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## 2. The Website – Conditions

### Format

- Our website follows the corporate design of the 50<sup>th</sup> German Historikertag. It is built with responsive design, i.e. it dynamically adjusts to the resolution of any viewing device.
- The website is online already and is getting updated gradually. The conference program will be posted online in spring 2014.

### Timeline

- Booking of ads in the program starts November 28, 2013. Please contact our organization office.
- Subject to data compatibility, your ads will go live no later than 5 days after booking is completed.

### Conditions

- Allocation of the ad positions will be conducted in chronological order.
- If you chose to cancel your booking, we will have to charge a 50 % cancelation fee.
- Reworking of ads is not planned for. Individual cases may be subject to exceptions, please get back to us if you have questions.

### File Format

- The file needs to be high resolution, at least 300 dpi. For size and file format, please see below.
- Please name your files: homepage\_<YourCompany>

### Transfer

- Please send your file via email to [historikertag@uni-goettingen.de](mailto:historikertag@uni-goettingen.de). Please include „program Historikertag“ into the subject line. You can also send a CD-ROM via regular mail to the address mentioned below.



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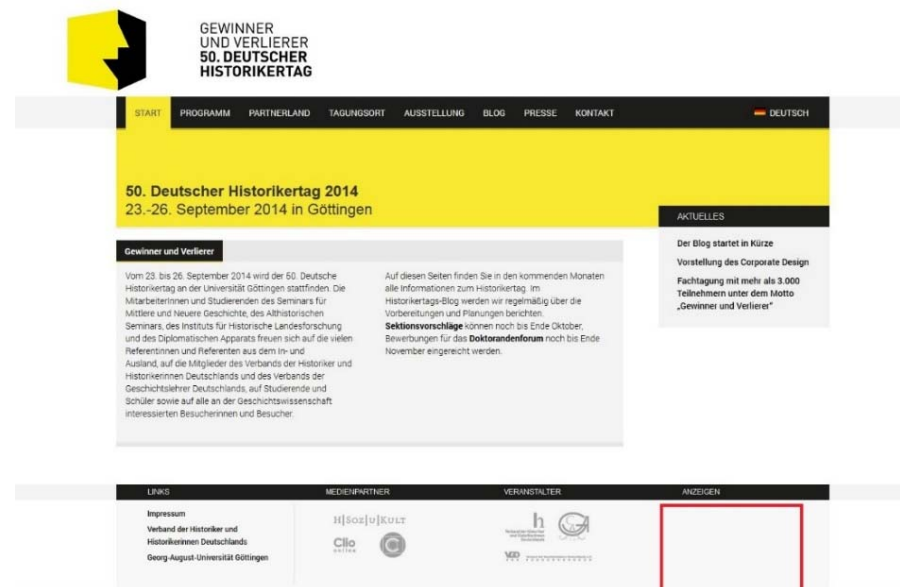
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## 2. The Website – Advertising

There are three spaces reserved for advertising on our website. They are indicated by a red frame in the following screenshots.

### 1. Footer

The fixed footer of our website will display ads sized 270 x 270 pixels. To fall into line with the design of the website, the ads should consist of a static grayscale picture. Up to four ads will rotate on every transition to a different subpage and on every reload of the page, following a randomized rotation pattern.



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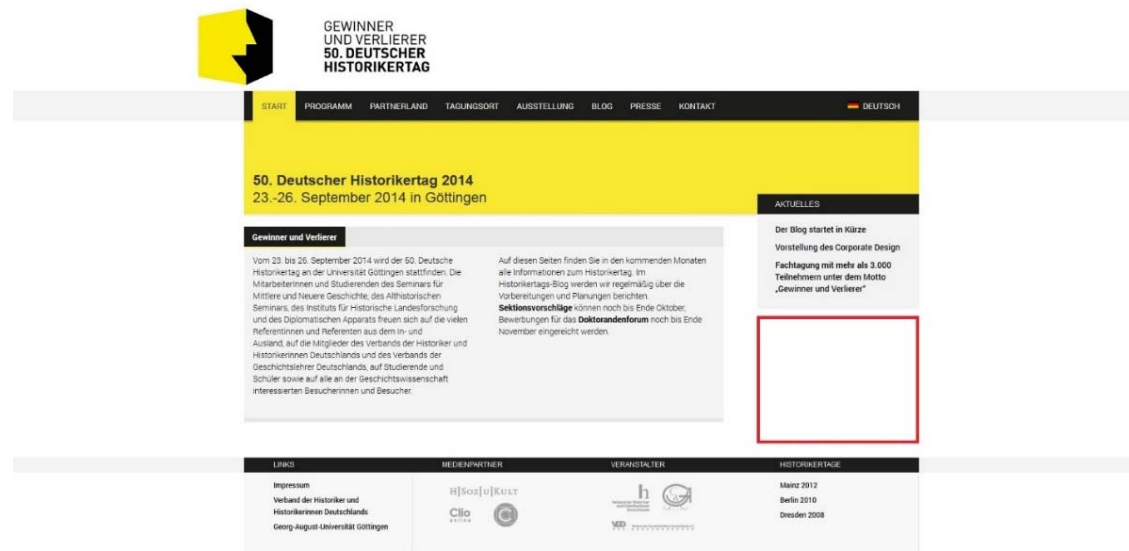
# 2. The Website – Advertising

## 2. Page Ads

The right side bar of our website offers two spaces for ads sized 120 x 240 px as well as one space designed for an ad with a size of 240 x 240 px. You can either display a static JPEG picture or a GIF animation consisting of up to four single pictures. The ads will be in standard web resolution (72 dpi).

### 2.1 Home Page

You are able to book three exclusive ad positions sized 240 x 240 px on the home page. These three ads will rotate in a randomized pattern, triggered by every transition to a different subpage, including the subpage of our weblog, as well as on every reload of the page.



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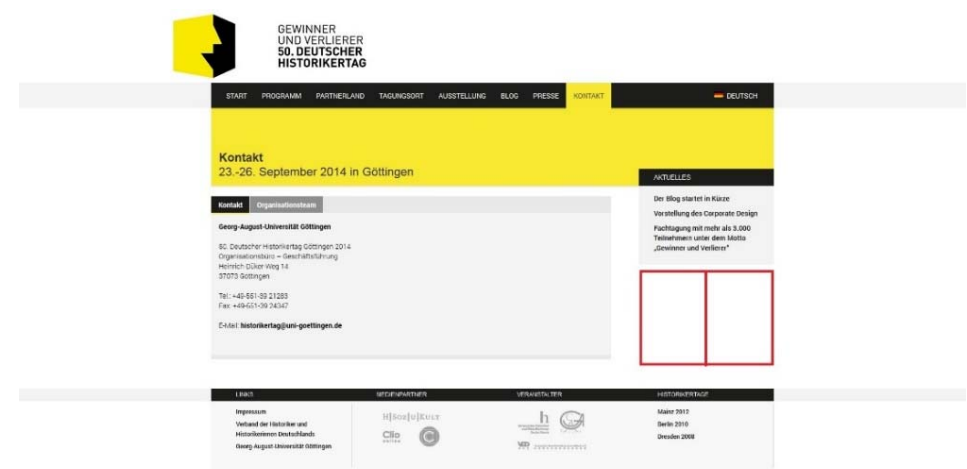
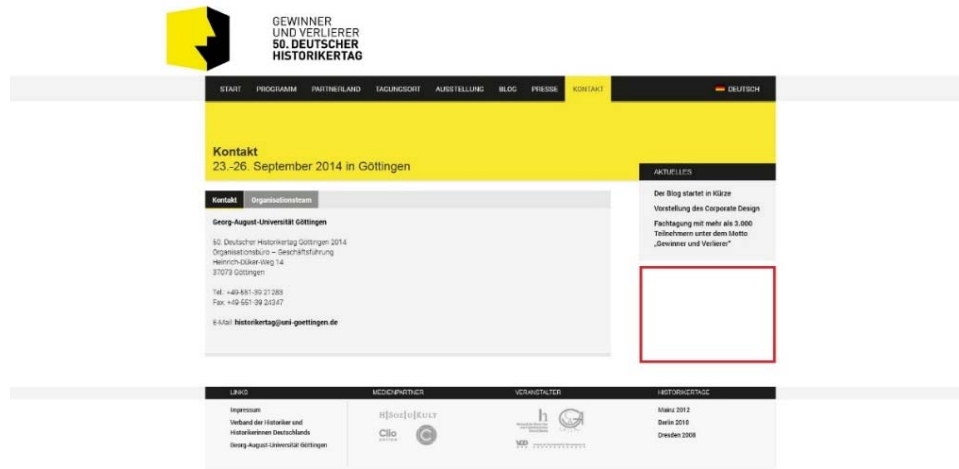
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# 2. The Website – Advertising

## 2.2 Subpages

You can advertise on the subpages "Venue", "Exhibition", "Blog", "Press", "Contact" and "Registration", as well as, within some limits (see below), on the subpage "Program".

Available are two neighboring spaces sized 120 x 240 px. Each of these will hold three rotating ads, amounting to six ads in total. Also available is one ad space sized 240 x 240 designed top hold three rotating ads. You can either display a static JPEG picture or a GIF animation consisting of up to four single pictures. The ads will be in standard web resolution (72 dpi).



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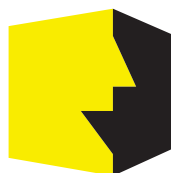
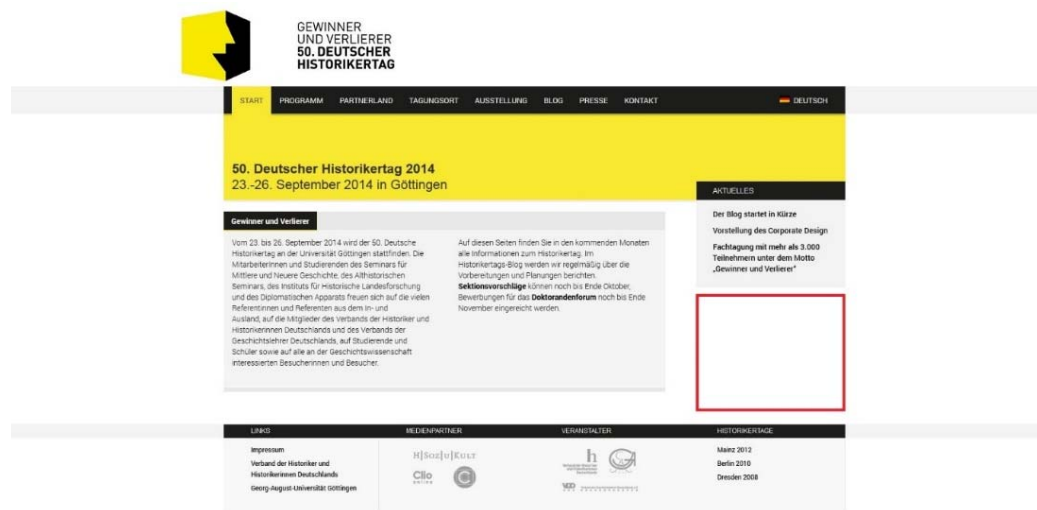
## 2. The Website – Advertising

### 2.3 "Program" Subpage

The conference program of the 50th German Historikertag will be published online probably in April 2014. From this moment on, you will be able to place specific ads corresponding with the different sections and events. This is facilitated by adding valuable tags to the content.

We will add new subpages relating to the divisions of "Ancient History", "Medieval History", "Early Modern History", "Modern and Contemporary History", "Didactics of History" and "Digital Humanities". Ad space is available on all of these pages in the size of 240 x 240 px, which will be displaying two rotating ads on each view of a program page related to the content tags of the ad. You can either display a static JPEG picture or a GIF animation consisting of up to four single pictures. The ads will be in standard web resolution (72 dpi).

Ads can be booked already. We will send a reminder in spring 2014, along with additional details.



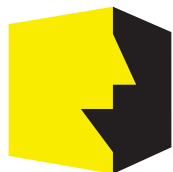
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## 2. The Website – Prices

Category	Price	Verfügbarkeit
1. Footer ads (270x270px)	€150,- each	4 x
2.1 Page ads – home page (240x240px)	€500,- each	3 x
2.2 Page ads – subpage (120x240px)	€250,- each	6 x
2.2 Page ads – subpage (240x240px)	€400,- each	3 x
2.3 Page ads – program subpage (240x240px, context sensitive)	€200,- each	2 x in 6 different content categories

→ All prices are quoted in Euro exclusive of VAT.



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# 3. The Conference Kit

## Profile in Brief

The conference kit will be given to all participants of the 50<sup>th</sup> German Historikertag. It consists of a bag containing the program with its supplements, brochures, pens, and other useful material. The conference bag is the public face and classic symbol of every German Historikertag, during and after the conference. It will be seen and recognized in Goettingen and wherever it might be worn subsequently.

The specific model of the bag, which will be a roomy shoulderbag, will be selected in the end of November 2013. It will be imprinted with the logo of the 50<sup>th</sup> German Historikertag.

## The conference kit consists of:

- Info material concerning the conference
- The program
- Brochures, leaflets and catalogues provided by our sponsors
- Pens and note pads contributed by our sponsors



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# 3. The Conference Kit – Details

## **Circulation**

→ 3.500 units

## **Target audience**

→ The research community, students, journalists, history teachers and pupils as well as the interested public.

## **Distribution**

→ The conference kit will be given to every participant when checking in on arrival.

## **Supplements**

→ You can add brochures and leaflets to the conference kit, which will be inserted into the conference bag.

→ We would like to supply all participants with a pencil and a ballpoint pen by adding one of each to every conference kit.



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# 3. The Conference Kit – Prices and Conditions

## Prices

Type	Layout & Format	Price
Brochure / leaflet	Up to DIN A4, max. 200g	€500,-
Ballpoint pen	1 item	€800,-
Pencil	1 item	€800,-

- All prices are quoted in Euro and are exclusive of VAT.
- Supplements that exceed the the maximum weight or size will be subject to a charge. Brochures and leaflets bigger than DIN A4 (8.27x11.69in) need to be delivered already folded. **Otherwise we have to bill you for for any extra work on our side.**

## Timeline

- Booking of supplements to be added to the conference kit will be possible from November 28, 2013, via our organization office.
- Your material can be delivered from July 15, 2014; it cannot arrive later than August 15, 2014.

## Conditions

- max. DIN-A4 (8.27x11.69in)
- max. 200g (0.44 lbs. / 7.054 ounces)
- If you need your supplements to be of different size or weight, please get back to us.

## Booking

- You can book by sending an informal email to [historikertag@uni-goettingen.de](mailto:historikertag@uni-goettingen.de). Please include „conference kit Historikertag“ into the subject line. You can also send regular mail to the address mentioned below.

## Delivery

- Print and delivery to the address below lies with the customer.



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## 4. Contact

### Questions?

→ We are happy to answer any upcoming questions!

### Contact us at:

Georg-August-Universität Göttingen  
Organisationsbüro – 50. Deutscher Historikertag  
Benjamin Buehring – Geschäftsführung  
Heinrich-Dueker-Weg 14, Raum 1.819  
37073 Göttingen

Telefon 0551 – 39 21283

Telefax 0551 – 39 24347

[historikertag@uni-goettingen.de](mailto:historikertag@uni-goettingen.de)

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



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