

Absolventenkongress December 9th, 2010

Standard stand equipment

- Table with 4 chairs
- Upright table with 3 bar stools (from 24 sqm)
- Information counter
- Shelf (from 16 sqm 1 shelf; from 28 sqm 2 shelves)
- Lockable cabin (from 24 sqm)
- Sign with company name (from 28 sqm: 2 signs)
- Carpet covering, lighting, electrical socket
- Minimum size: 9 sqm



Premium stand equipment

- Transverse arch with a standard-coloured, semi-transparent fabric covering
- Illuminated by studio-lights via transverse rail at a height of 5 metres
- Silver-grey back walls (other colours available at additional costs)
- Two meeting booths
- One concealed store-room
- Carpet covering in a standard colour
- Electrical socket in the store area
- Equipped with a semi-circular information counter, shelves, easy chairs, sofas, coffee tables, bistro stools and tables, depending on stand size
- Minimum size: 40 sqm



Marketing Print

Kongressplaner

The "Kongressplaner" will be distributed at all universities and polytechnics in German-speaking Switzerland and will also be sent to registered visitors of the "Absolventenkongress".

Booking options: Advertisement

Circulation: 16,000

Format: 210 x 297 mm

Publication date: November 1, 2010

Closing date for advertising: October 15, 2010

Copy deadline: October 20, 2010

Ad (format)	Framed ad	Trimmed page size (+3 mm allowance)
Full page	188 x 260 mm	210 x 297 mm
Half page	188 x 130 mm	210 x 151 mm
Quarter page	92x128 mm	

Kongressüberblick

The "Kongressüberblick" will be distributed by hand at the ETH Zurich and the University of Zurich only a few days before the "Absolventenkongress". It is also available on the day of the fair.

Booking options: Advertisement

Circulation: 6,500

Format: 210 x 297 mm

Publication date: November 30, 2010

Closing date for advertising: November 12, 2010

Copy deadline: November 17, 2010

Ad (format)	Framed ad	Trimmed page size (+3 mm allowance)
Full page	188 x 260 mm	210 x 297 mm
Half page	188 x 130 mm	210 x 151 mm
Quarter page	92x128 mm	

Marketing Online

Full company portrait (from booking until three months after the event)

Individual video, embedded in your company portrait

Newsletter advertisement in October, the beginning and the end of November, as well as after the "Absolventenkongress".

Vacancy notices (Job-Board) at

www.absolventenkongress.ch in November / December 2010

Individual e-mail to all registered visitors

Exhibitor's package »Premium«

Incorporation into the marketing campaign of the "Absolventenkongress", as well as further numerous marketing services (limited to 12 exhibitors).

Feedbackreport

Individual feedback report about your company's performance at the fair

event

staufenbiel.ch/hobsons.ch

Job-Specials

Topics of the Job-Specials:

		Closing date	Publication date
January	Career opportunities in Audit, Tax, Controlling	18.01.	26.01.
February	Job-start for IT-Professionals	15.02.	23.02.
March	Careers in banking and finance	15.03.	23.03.
April	Future Leaders: Graduate trainee programmes at a glance	12.04.	20.04.
May	Careers in electrical engineering	10.05.	18.05.
June	Job-start in the consulting sector	31.05.	15.06.
July	Sustainability and business ethics	05.07.	13.07.
August	Zurich, London, New York: International careers	02.08.	10.08.
September	Women into business	30.08.	07.09.
October	Career opportunities in Pharma, Healthcare, Biotech	27.09.	05.10.
November	Job-start in the retail- & FMCG-sector	25.10.	02.11.
December	Enhance Your Career: From trainee to CEO	29.11.	07.12.

Duration: Two months on our homepage, further 10 months in our archive.

Full company portrait

Duration: 12 months, including button advertisement

Individual video, embedded in your company portrait

Monthly button advertisement on the website

Newsletter (Event-Newsletter)

per issue, maximum 650 (350) characters including spaces and picture/logo

individual E-Mail

per issue, sent to members of Staufenbiel Institut's Talent Pool (students, graduates or Young Professionals)

Banner

Banner (468 x 60 Pixel)

Skyscraper (120 x 600 Pixel)

Deadline for bookings: Continuous

online

forum Magazin

Booking options: Advertisement

Circulation: 16,000

Publication: One issue per semester

Distribution: At all universities and polytechnics in German-speaking Switzerland.

Format: 210 x 297 mm

Deadlines

	Publication date	Closing date for advertising	Copy deadline
summer semester	15.03.2010	26.02.2010	04.03.2010
winter semester	13.09.2010	27.08.2010	01.09.2010

Ad (format)	Framed ad	Trimmed page size (+3 mm allowance)
Full page	188 x 260 mm	210 x 297 mm
Half page	188 x 130 mm	210 x 151 mm

Swiss 100

Booking options:

Double- or four-page advertisement/portrait

Circulation: 16,000

Language: German, French

Publication: Annual

Distribution: At all universities and polytechnics in Switzerland.

Format: 190 x 270 mm

Publication date: September 2010

Closing date for advertising: July 16, 2010

Ad (format)	Framed ad	Trimmed page size (+3 mm allowance)
Full page	157 x 230 mm	190 x 270 mm

Karriere-Ratgeber Jus

Booking options: Advertisement and/or A-Z profile

Circulation: 5,000

Publication: Annual

Distribution: Universities in Basel, Bern, Fribourg, Luzern, St. Gallen and Zurich.

Format: 148 x 210 mm

Publication date: April 2010

Closing date for advertising: February 26, 2010

Ad (format)	Framed ad	Trimmed page size (+3 mm allowance)
Full Page	124 x 176mm	148 x 210mm

Der Hobsons Technology Edition / Business Edition

Booking options: Advertisement and/or A-Z portraits

Circulation: 7,000 (per edition)

Publication: Annual

Distribution: At universities and polytechnics in German-speaking Switzerland, target group-specific

Format: 190 x 270 mm

Publication date: March 2010

Closing date for advertising: January 28, 2010

A-Z portraits

Double-page company portrait (editorial text)

Full page profile (editorial text)

Half page profile (editorial text)

Ad (format)	Framed ad	Trimmed page size (+3 mm allowance)
Full page	162 x 230 mm	190 x 270 mm
Half page	162 x 110 mm	

print