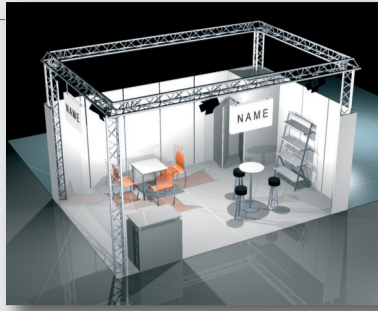


Absolventenkongress December 13, 2012

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 32 sqm 2 shelves)
- Lockable cabin (from 24 sqm)
- Sign with company name (from 24 sqm: 2 signs)
- Carpet covering, lighting, electrical socket
- Minimum size: 9 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 5, 2012

Closing date for advertising: October 19, 2012

Copy deadline: October 24, 2012

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 26, 2012

Closing date for advertising: November 9, 2012

Copy deadline: November 14, 2012

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 April until three months after the event)

Individual video, embedded in your company portrait
Newsletter advertisement in October, November, December as well as after the "Absolventenkongress".

Vacancy notices (Job-Board) at www.absolventenkongress.ch in November / December
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

Career-Specials

Topics of the Career-Specials:

		Closing date	Publication date
January	Career opportunities in Audit, Tax, Controlling	16.1.	24.1.
February	Job-start in IT	13.2.	21.2.
March	Careers in finance and insurance	12.3.	20.3.
April	Graduate trainee programmes	10.4.	17.4.
May	Women into Business	7.5.	15.5.
June	Job-start in the consulting sector	11.6.	19.6.
July	Job-start as industrial engineer, business data processing specialist and economist-lawyer	9.7.	17.7.
August	Go Green	13.8.	21.8.
September	Careers in engineering	10.9.	18.9.
October	Graduate trainee programmes	8.10.	16.10.
November	Careers in SME	12.11.	20.11.
December	Working in Switzerland	3.12.	11.12.

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)

Jobboard: Text and Logo or HTML-file

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	12.03.2012	24.02.2012	29.02.2012
winter semester	20.08.2012	03.08.2012	08.08.2012

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
Third page	62,5 x 260 mm	70 x 297 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 10, 2012

Closing date for advertising: July 27, 2012

Copy deadline: August 10, 2012

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

Staufenbiel Career Guides Business Edition / Technology&Science 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: April 16, 2012

Closing date for advertising: March 2, 2012

Copy deadline: March 16, 2012

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