Prices DocCheck bMail

DocCheck bMail is a standalone mailing that will be sent to your individually target group. More information and examples under the following link: https://more.doccheck.com/en/media/bmail/

The costs of a bMail consist of a **set-up fee of 750 EUR** (incl. detailed statistic of send) for each language/text version and a **send-out fee of 0.50 – 0.90 EUR** per user, depending on the target group you have chosen.

pricing level	send-out fee per user	target group
pricing level 1 *light*	0.50 EUR	For e. g. **alternative practitioners, caring professions, paramedic staff, veterinarians, students**.
pricing level 2 *standard*	0.70 EUR	For e. g. **physicians, dentists, pharmacists, pharmacy technicians**.
pricing level 3 *premium*	0.80 EUR	For physicians with the following specialties: **dermatology, general medicine, GPs, gynaecology, internal medicine (general and specialist internists), neurology, orthopedics, paediatrics, surgery – orthopedics and trauma surgery, urology** and **without specialty**.
pricing level 4 *limited*	0.90 EUR	Offers the possibility to differentiate target groups according to their **additional designation** or their specific **field of activity**, beyond the differentiation between practice and clinic, as well as **regionally** according to **federal states**.

additional options for DocCheck bMail:

- engagement box: from 700 EUR
- database synchronization: from 700 EUR
- programming or designing a mail template: please contact us directly

Prices DocCheck News

DocCheck News is our newsletter that is composed by our editorial staff and published every workday. In the newsletter you have different options to place your ads.

Advertorial

A DocCheck Advertorial is placed between our editorials and will be shown to your individual target group. More information and examples under the following link: https://more.doccheck.com/en/media/advertorial/

The costs for a DocCheck Advertorial in the newsletter depend on your chosen target group and the number of users resulting from this.

size of target group	prices *standard*[1]	prices *premium*[2] & *limited*[3]
up to 2,000	1,500 EUR	1,700 EUR
2,001 – 5,000	2,500 EUR	2,700 EUR
5,001 – 10,000	3,500 EUR	3,700 EUR
10,001 – 20,000	4,500 EUR	4,700 EUR
more than 20,001	5,500 EUR	5,700 EUR

- additional options for DocCheck Advertorial:
- DocCheck Advertorial landingpage: 270 EUR

ShortCuts

DocCheck ShortCut is a text link in our newsletter that is placed between our editorials. The ShortCut will be shown to all of the newsletter subscribers.

The costs for a ShortCut depend on the number of entries you are booking.

number of entries	costs
1 entry	419 EUR
5 entries	1,990 EUR
10 entries	3,750 EUR
25 entries	8,900 EUR

Prices DocCheck Spotlight Newsletter

The Spotlight Newsletter is a special format that can be sent out on Saturdays before, during, or after a conference or awareness day, subject to agreement. With the Spotlight Newsletter, a single customer can also book both advertorial positions and thus occupy the newsletter exclusively. Our editorial team is responsible for the content of the newsletter.

size of target group	prices *standard*[1]		prices *premium*[2] & *limited*[3]	
	1 advertorial	**2 advertorials**	**1 advertorial**	**2 advertorials**
up to 2,000	2,250 EUR	3,600 EUR	2,550 EUR	4,080 EUR
2,001 – 5,000	3,750 EUR	6,000 EUR	4,050 EUR	6,480 EUR
5,001 – 10,000	5,250 EUR	8,400 EUR	5,550 EUR	8,880 EUR
10,001 – 20,000	6,750 EUR	10,800 EUR	7,050 EUR	11,280 EUR
more than 20,001	8,250 EUR	13,200 EUR	8,550 EUR	13,680 EUR

Prices DocCheck Onsite Ads

DocCheck Onsite Ads are placed on our website and are shown to your individual target group. More information and examples under the following link: https://more.doccheck.com/en/media/banner/

The costs for an onsite campaign are calculated with a CPM (cost-per-mille). The CPM depends on your chosen target group. The minimum booking volume is 200 EUR per campaign.

medium and mobile rectangle

target group	CPM
closed section – students, all DocCheck users	50 EUR
closed section – content targeting (all DocCheck users)	110 EUR
closed section – *standard*[1]	150 EUR
closed section – *premium*[2] & *limited*[3]	250 EUR
closed section – *kombi*[4]	200 EUR

responsive banner

target group	CPM
closed section – students, all DocCheck users	70 EUR
closed section – content targeting (all DocCheck users)	150 EUR
closed section – *standard*[1]	200 EUR
closed section – *premium*[2] & *limited*[3]	350 EUR
closed section – *kombi*[4]	280 EUR

additional options for DocCheck Onsite Ads:

- DocCheck template responsive banner „break points“: 250 EUR
- DocCheck template responsive banner „fluid“: 400 EUR

Sponsored Article

DocCheck Sponsored Articles are placed in our editorials on the DocCheck platform. They are designed in the DocCheck look and feel and are suitable to advertise external websites or highlight articles from your own DocCheck channel. We recommend to change your ad on a regular basis. More information under the following link:
https://more.doccheck.com/de/media/native-ads

The costs consist of a **setup fee of 300 EUR** per ad and a CPM multiplied with the number of ad impressions for the campaign.

target group	CPM
closed section – students, all DocCheck users	220 EUR
closed section – content targeting (all DocCheck users)	290 EUR
closed section – *standard*[1]	340 EUR
closed section – *premium*[2] & *limited*[3]	440 EUR
closed section – *kombi*[4]	390 EUR

Sponsored Post

DocCheck Sponsored Posts are displayed on our homepage within the user stream. They are designed in the DocCheck look and feel and are suitable to advertise your own DocCheck channel and special articles that you have published there. We recommend to change your ad on a regular basis. More information under the following link: https://more.doccheck.com/de/media/native-ads

The costs consist of a **setup fee of 300 EUR** per ad and a CPM multiplied with the number of ad impressions for the campaign.

target group	CPM
closed section – all target groups	400 EUR

PreRoll

DocCheck PreRoll is a video ad that is shown in front of the video content on our website and will be displayed to your individual target group. More information under the following link: https://more.doccheck.com/en/media/prerolls/

target group	CPM
closed section – students, all DocCheck users	220 EUR
closed section – other professions	270 EUR
closed section – other professions	340 EUR
closed section – physician groups (combined, on request)	440 EUR

Channel Ticker

The "Channel Ticker" is used to promote channel posts. This responsive advertising format automatically pulls the latest three articles from a channel (just one article on mobile), ensuring that the focus is always on the most recent posts.

The costs consist of a **setup fee of 800 EUR** (including detailed reporting) and a CPM multiplied with the number of ad impressions for the campaign.

target group	CPM
closed section – all target groups	450 EUR

DC Story Ads

The mobile format "DC Story Ad" is inspired by social media stories and consists of multiple slides that users can navigate through.

The costs consist of a **setup fee of 700 EUR** per ad and a CPM multiplied with the number of ad impressions for the campaign.

target group	CPM
closed section – all target groups	500 EUR

MedWords

DocCheck MedWords are displayed within DocCheck Search. They are either shown to all users, health professionals or medical professionals, all within the closed section on the DocCheck website. MedWords are connected with specific search terms for ads to appear above the results of the organic search.

The price consists of a CPM and a **set-up fee of 700 EUR**. The setup fee includes the setting of the ad as well as a review and completion of the keyword lists. For more information, please contact us.

target group	CPM
closed section – all DocCheck users	100 EUR
closed section – health professionals	200 EUR
closed section – medical professionals	400 EUR

explanations price levels:

[1] *standard*	For e. g. physicians, dentists, pharmacists, pharmacy technicians.
[2] *premium*	For physicians with the following specialties: dermatology, general medicine, GPs, gynaecology, internal medicine (general and specialist internists), neurology, orthopedics, paediatrics, surgery – orthopedics and trauma surgery, urology and without specialty.
[3] *limited*	Offers the possibility to differentiate target groups according to their additional designation or their specific field of activity, beyond the differentiation between practice and clinic, as well as regionally according to federal states.
[4] *kombi*	For the combination of standard and premium or limited target groups within one campaign.

Contact

In case of any questions regarding our services or prices as well as regarding offers, please do not hesitate to contact us at any time:

DocCheck Media Team
media@doccheck.com