DocCheck

Prices DocCheck bMail

The costs of a bMail consist of a set-up fee of **700 EUR** (incl. detailed statistic of send) for each language/text version and a send-out fee of 0.50 – 0.80 EUR per user, depending on the target group you have chosen.

Send-out fees

Pricing level 1 "light": 0.50 EUR

Alternative practitioners, caring professions, paramedic staff, veterinarians, students

Pricing level 2 "standard": 0.60 EUR

Physicians, dentists, pharmacists, pharmacy technicians

Pricing level 3 "premium": 0.70 EUR

For physicians with the following specialties: cardiology, dermatology, gastroenterology, general medicine, general internal medicine, GPs, gynaecology, haematology, neurology, oncology, paediatrics, pulmonology, rheumatology and without specialty

Pricing level 4 "limited": 0.80 EUR

The limited target group 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.

Options

Feedback box:	500 EUR
Database synchronisation:	starting from 500 EUR

Prices DocCheck News

Advertorial

Target group size / users	Costs "standard"	Costs "premium[1)]"/"limited[2)]"
Up to 2,000	1,200 EUR	1,400 EUR
2,001 - 5,000	2,200 EUR	2,400 EUR
5,001 - 10,000	3,200 EUR	3,400 EUR
10,001 - 20,000	4,200 EUR	4,400 EUR
More than 20,001	5,200 EUR	5,400 EUR

Optional DocCheck Advertorial-Landingpage: 250 EUR

[1)] The premium target group includes physicians with the following specialties: Cardiology, dermatology, gastroenterology, general medicine, general internal medicine, GPs, gynaecology, haematology, neurology, oncology, paediatrics, pulmonology, rheumatology and without specialty

[2)] The limited target group 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 state.

ShortCuts

Number of entries	Costs
1 entry	350 EUR
5 entries	1,500 EUR
25 entries	7,000 EUR

Prices Banner Placement

The prices of the banner placement as well as the Pre-Roll will be charged on a CPM (cost per thousand) basis. The decisive factor is the format and the specific targeting (for example by occupation and field of activity). The minimum booking volume is 200 EUR per campaign.

Medium Rectangle / Mobile Rectangle	**Cost in CPM**
closed area - Students, DocCheck user	50 EUR
closed area - Content Targeting	90 EUR
closed area - Standard	130 EUR
closed area - Premium[1)]/limited[2)]	230 EUR
closed area - Combination[3)]	180 EUR

responsiver Banner	**Cost in CPM**
closed area - Students, DocCheck user	70 EUR
closed area - Content Targeting	120 EUR
closed area - Standard	170 EUR
closed area - Premium[1)]/limited[2)]	320 EUR
closed area - Combination[3)]	250 EUR

Pre-Roll	**Cost in CPM**
closed area - Students, DocCheck user	200 EUR
closed area - Physicians, pharmacists	300 EUR
closed area - Physician groups (individual)	420 EUR
closed area - Other professions	250 EUR

[1)] The premium target group includes the following specialties: Cardiology, dermatology, gastroenterology, general medicine, general internal medicine, GPs, gynaecology, haematology, neurology, oncology, paediatrics, pulmonology, rheumatology and without specialty

[2)] The limited target group 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.

[3)] This price is valid in case one or more standard target group(s) are combined with one or more premium/limited target group(s).

Prices DocCheck Sponsored Posts

Sponsored Posts are displayed on the DocCheck start page within the stream of the user. They are placed between the editorial articles and are designed in the look and feel of the start page. Sponsored Posts are especially suited for advertising DocCheck channels or specific highlight articles within the channels. It is recommended to switch the posts regularly.

The costs are based on the following (The minimum booking volume is 1.000 EUR per campaign):

Sponsored Post	**Cost in CPM**
closed area	500 EUR
plus	**Cost**
set-up fee per post	300 EUR

Prices DocCheck Sponsored Articles

The Sponsored Article is displayed within editorial articles of our platform and is designed in the look and feel of the DocCheck page. This format is particularly suitable for advertising highlight articles of a channel. We recommend to exchange the articles on a regular basis.

The costs consist of the following:

Sponsored Article	**Cost in CPM**
closed area	370 EUR
plus	**Cost**
set-up fee per article	200 EUR

Prices DocCheck MedWords

MedWords are displayed within DocCheck Search. They are either shown to all users, health professionals or medical professionals, all within the closed area. MedWords are connected with specific search terms for ads to appear above the results of the organic search. The price consists of a Cost-per-Mille and a **set-up fee of 700 EUR**. The latter comprises the setting of the ad as well as a review and completion of the keyword lists.

MedWords	**Cost in CPM**
Displayed to all DocCheck users	100 EUR
Displayed to health professionals	200 EUR
Displayed to medical professionals	400 EUR

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

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