

Prices DocCheck bMail

The costs of a bMail consist of a set-up fee of 600 EUR for each language/text version and a send-out fee of 0.50 – 0.70 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, diabetology, gynaecology, general medicine, general internal medicine, GPs, haematology, oncology, pulmonology, rheumatology and without specialty

Preisstufe 4 "limited":

0.70 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.

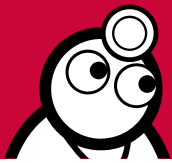
Options

Feedback-Box:

500 EUR

Database synchronisation:

starting from 300 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 - 15,000	3,200 EUR	3,400 EUR
15,001 - 30,000	4,200 EUR	4,400 EUR
More than 30,001	5,200 EUR	5,400 EUR

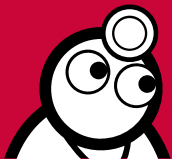
An advertorial to students costs 2.200 EUR.

¹⁾ Includes physicians with the following specialties: Cardiology, dermatology, diabetology, gynaecology, general medicine, general internal medicine, GPs, haematology, oncology, 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	299 EUR
5 entries	1,195 EUR
30 entries	6,877 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 employment). The minimum booking volume is 200 EUR per campaign.

Medium Rectangle / Mobile Rectangle

Cost in CPM

closed area - Students	30 EUR
closed area - DocCheck user	50 EUR
closed area - Content Targeting	70 EUR
closed area - Standard	120 EUR
closed area - Premium ¹⁾ /limited ²⁾	220 EUR
closed area - Combination ³⁾	170 EUR

responsiver Banner

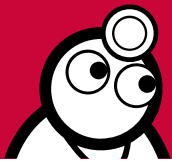
Cost in CPM

closed area - Students	50 EUR
closed area - DocCheck user	70 EUR
closed area - Standard	150 EUR
closed area - Premium ¹⁾ /limited ²⁾	300 EUR
closed area - Combination ³⁾	230 EUR

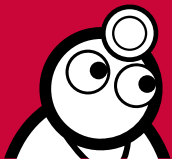
Pre-Roll

Cost in CPM

closed area - Students	150 EUR
closed area - DocCheck user	200 EUR
closed area - Physicians, pharmacists	300 EUR
closed area - Physician groups (individual)	400 EUR
closed area - Other professions	250 EUR



- 1) For physicians with the following specialties: Cardiology, dermatology, diabetology, gynaecology, general medicine, general internal medicine, GPs, haematology, oncology, 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

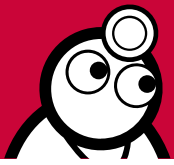
Sponsored Posts are displayed on the DocCheck start page within the stream of the user. They are placed between the editorial articles and are designed in the look and feel of the start page. Sponsored Posts are especially suited for advertising DocCheck channels or specific highlight articles within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

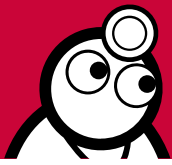
Sponsored Post	Cost in CPM
closed area	500 EUR
plus	Cost
set-up fee per post	300 EUR

Prices DocCheck MedWords

MedWords are displayed within DocCheck Search either to all users or specific medical experts. MedWords are connected with specific search terms for results of the organic search. The price follows a performance-based calculation. It comprises a set-up fee of 500 EUR and the costs per click.

MedWords	Cost in CPC
Displayed to all users	2.50 EUR
Displayed to physicians, pharmacists, medical students	7.50 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:

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