

## Prices DocCheck bMail

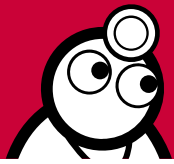
DocCheck bMail is a standalone mailing that will be sent to your individually target group.

More information and examples under the following link:

<https://more.doccheck.com/en/media/bmail/>

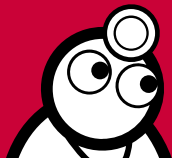
The costs of a bMail consist of a **set-up fee of 700 EUR** (incl. detailed statistic of send) for each language/text version and a **send-out fee of 0.50 – 0.80 EUR** per user, depending on the target group you have chosen.

| pricing level                   | send-out fee per user | target group   |
|---------------------------------|-----------------------|--|
| pricing level 1 <i>light</i>    | 0,50 EUR              | For e. g. <b>alternative practitioners, caring professions, paramedic staff, veterinarians, students.</b>  |
| pricing level 2 <i>standard</i> | 0,60 EUR              | For e. g. <b>physicians, dentists, pharmacists, pharmacy technicians.</b>  |
| pricing level 3 <i>premium</i>  | 0,70 EUR              | For physicians with the following specialties: <b>cardiology, dermatology, diabetology, endocrinology, gastroenterology, general medicine, general internal medicine, GPs, gynaecology, haematology, nephrology, neurology, oncology, paediatrics, pulmonology, rheumatology, urology and without specialty.</b> |
| pricing level 4 <i>limited</i>  | 0,80 EUR              | Offers the possibility to differentiate target groups according to their <b>additional designation</b> or their specific <b>field of activity</b> , beyond the differentiation between practice and clinic, as well as <b>regionally</b> according to <b>federal states.</b>                                     |



additional options for DocCheck bMail:

- feedback box: 500 EUR
- database synchronization: from 500 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

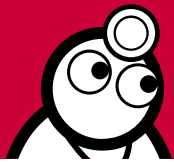
A DocCheck Advertorial is placed between our editorials and will be shown to your individual target group. More information and examples under the following link:

<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 <i>standard</i> <sup>1</sup> | prices <i>premium</i> <sup>2</sup> & <i>limited</i> <sup>3</sup> |
|----------------------|-------------------------------------|--|
| up to 2,000          | 1,450 EUR                           | 1,650 EUR  |
| 2,001 – 5,000        | 2,450 EUR                           | 2,650 EUR  |
| 5,001 – 10,000       | 3,450 EUR                           | 3,650 EUR  |
| 10,001 – 20,000      | 4,450 EUR                           | 4,650 EUR  |
| more than 20.001     | 5,450 EUR                           | 5,650 EUR  |

- additional options for DocCheck Advertorial:
- DocCheck Advertorial landingpage: 250 EUR

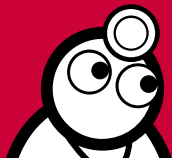


## ShortCuts

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           | 399 EUR   |
| 5 entries         | 1,750 EUR |
| 25 entries        | 8,250 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/>

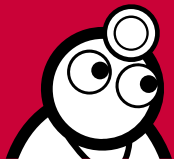
The costs for an onsite campaign are calculated with a CPM (cost-per-mille). The CPM depends on your chosen target group. The minimum booking volume is 200 EUR per campaign.

### medium and mobile rectangle

| target group   | CPM     |
|--|---------|
| closed section – students, all DocCheck users                              | 50 EUR  |
| closed section – content targeting (all DocCheck users)                    | 90 EUR  |
| closed section – <u>standard</u> <sup>1</sup>                              | 130 EUR |
| closed section – <u>premium</u> <sup>2</sup> & <u>limited</u> <sup>3</sup> | 230 EUR |
| closed section – <u>kombi</u> <sup>4</sup>                                 | 180 EUR |

### responsive banner

| target group   | CPM     |
|--|---------|
| closed section – students, all DocCheck users                              | 70 EUR  |
| closed section – content targeting (all DocCheck users)                    | 120 EUR |
| closed section – <u>standard</u> <sup>1</sup>                              | 170 EUR |
| closed section – <u>premium</u> <sup>2</sup> & <u>limited</u> <sup>3</sup> | 320 EUR |
| closed section – <u>kombi</u> <sup>4</sup>                                 | 250 EUR |



additional options for DocCheck Onsite Ads:

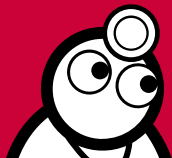
- DocCheck template responsive banner „break points“: 220 EUR
- DocCheck template responsive banner „fluid“: 400 EUR

## 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.

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                              | 200 EUR |
| closed section – content targeting (all DocCheck users)                    | 250 EUR |
| closed section – <u>standard</u> <sup>1</sup>                              | 300 EUR |
| closed section – <u>premium</u> <sup>2</sup> & <u>limited</u> <sup>3</sup> | 400 EUR |
| closed section – <u>kombi</u> <sup>4</sup>                                 | 350 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/en/media/sponsored-post/>

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.

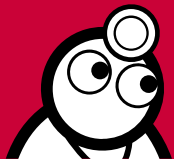
| target group                       | CPM     |
|------------------------------------|---------|
| closed section – all target groups | 400 EUR |

## 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                            | 200 EUR |
| closed section – physicians, dentists, pharmacists, pharmacy technicians | 300 EUR |
| closed section – physician groups (individual)                           | 420 EUR |
| closed section – other professions                                       | 250 EUR |

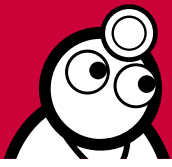


## MedWords

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:

|                              |  |
|------------------------------|--|
| <sup>1</sup> <i>standard</i> | For e. g. physicians, dentists, pharmacists, pharmacy technicians.   |
| <sup>2</sup> <i>premium</i>  | For physicians with the following specialties: cardiology, dermatology, diabetology, endocrinology, gastroenterology, general medicine, general internal medicine, GPs, gynecology, haematology, nephrology, neurology, oncology, paediatrics, pulmonology, rheumatology, urology and without specialty. |
| <sup>3</sup> <i>limited</i>  | 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.  |
| <sup>4</sup> <i>kombi</i>    | 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](mailto:media@doccheck.com)