





With the online portal CNCzone you will find the best preconditions to optimize your contacts, to generate leads and place relevant presence directly on your target group. We are glad to find customized solutions for your individual requirements and targets for your success. Recurrent trade visitors with long browsing times in a constantly growing knowledge base speak for themselves.

CNCzone is a part of IndustryArena GmbH, which was founded by in 2001. With more than 560,000 registered members, it is the leading specialist portal for the manufacturing industry. With our work we support the online presentation of prominent manufacturers in their target audience.

Our services consist of three areas: We are an internet service provider for digital communication in the manufacturing sector, consulting agency for social media marketing and publishing house for digital publications.

Do you have any questions?



Sales

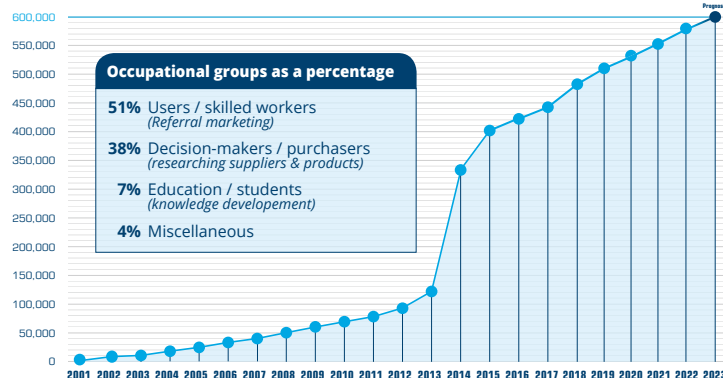
☎ 1-613-862-9259
✉ sales@cnczone.com



Technical Support

🌐 www.cnczone.com/helpdesk

Membership growth



Target sectors in the community

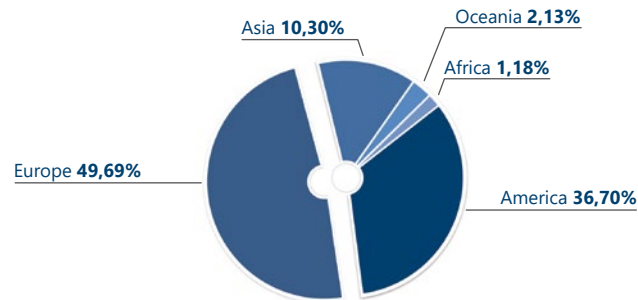


Access statistics (IndustryArena.com + CNCzone.com)

(status 10 / 2022)

	Portal-Registrations since 2001:	870,000
	Unique visitors / month:	510,000
	Page impressions / month:	1,100,000
	Forum postings:	2,210,000
	Number of discussion forums:	525
	Indexed pages in Google:	325,000

Distribution by continents (Status 10 / 2022)





Option Overview

With 695,000 unique monthly visitors viewing, CNCzone is the most visited site on the web for metalworkers, CNC machine builders and much more. Our member base of over 550,000 active subscribers grows steadily, as does the traffic to our site. Members and visitors utilize our site to research purchases, ask questions of peers or just connect and share ideas with people who share a common interest. The site has forums dedicated to specific types of applications, ideas and brands.

With our Gold, Silver and Bronze options, you get the following banner positions

Banners	Sizes	 BRONZE OPTION	 SILVER OPTION	 GOLD OPTION
		Good reach	Strong reach and frequency	Highest volume, reaches all visitors
Forum Upper Banner	728 x 90 px	✓	✓	✓
Forum Side Wide Banner	728 x 90 px	✓	✓	✓
Forum Footer Banner	728 x 90 px	✓	✓	✓
Forum Search Results Banner	728 x 90 px	—	✓	✓
Forum Skyscraper	120 x 600 px	—	✓	✓
Portal Header Banner	1920 x 250 px	—	—	✓
Minimum delivery adviws per day:		3,000	5,000	7,000
Price/month (min. term 3 months):		\$ 600	\$ 800	\$ 1,000

All packages are bookable for a minimum of 3 months, we offer discounts for long term contracts of 6 months or more.

Banner Positioning



Portal Header Banner

1920 x 250 px

(frontpage below the navbar)



Forum Skyscraper

120 x 600 px

(sponsoring box on the left)



Forum Search Results Banner

728 x 90 px

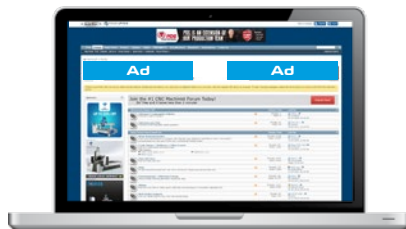
(above the results)



Forum Upper Banner

728 x 90 px

(header position)



Forum Side Wide Banner

728 x 90 px

(below the navbar)



Forum Footer Banner

728 x 90 px

(below the content)

À la carte – Banner advertising

Costs per Mile (1000 Adviews)

▶ Portal Header Banner	\$ 10.00 cpm
▶ Forum Skyscraper	\$ 10.00 cpm
▶ Forum Search Results Banner	\$ 5.00 cpm
▶ Forum Upper Banner	\$ 16.00 cpm
▶ Forum Side Wide Banner	\$ 10.00 cpm
▶ Forum Footer Banner	\$ 4.00 cpm



up to 250 px height

Forum Sponsorship

Banners are 970 x 250 , 720 x 300 px and are seen in your forum section on all thread and posts above the fold. Price based on section popularity prices as follows:

▶ Less than 10,000 posts	- \$100.00 per month
▶ 10,000 to 30,000 posts	- \$200.00 per month
▶ 31,000 to 60,000 posts	- \$300.00 per month
▶ 61,000 to 90,000 posts	- \$400.00 per month
▶ 91,000 to 200,000 posts	- \$600.00 per month

Static Banner Ads

SideBar Banner small - 250 x 80 px Static Banner- \$35.00 per month.

This is a static ad the is seen on the main forum page as well as the thread view pages.

SideBar Banner medium - 250 x 125 px Static Banner- \$75.00 per month.

This is a static ad the is seen on the main forum page as well as the thread view pages.

SideBar Banner large - 250 x 250 px Static Banner - \$150.00 per month.

This is a static ad the is seen on the main forum page as well as the thread view pages.

Discounts - We offer discounts for long term contracts of 6 months or more!

Banner advertising

Advertise in an appealing environment with high ranges. Among classical banner advertisements, CNCzone unites users as well as decision makers.

Precise structured possibilities show an exclusive presence with immediate contact to a highly active network of members and trade visitors. With comprehensive information and research possibilities, we guarantee focused solutions and excellent communication.

Type of banners



Rich media

Rich media is an advertising term for a web page ad, such as streaming video, downloaded applet's and ads that change when the user's mouse passes over it.



Images

Do you want to attract more customers to your business? Spice up your campaigns with image ads – advertising banners that appear with a picture.



Email ads

Advertising via email can be a lucrative way to reach prospective customers or clients, especially when you create ads that appeal to and grab the attention of your audience.



Mobile ads

How to reach your mobile customers: Mobile advertising is the communication of products or services to mobile device and smartphone consumers.

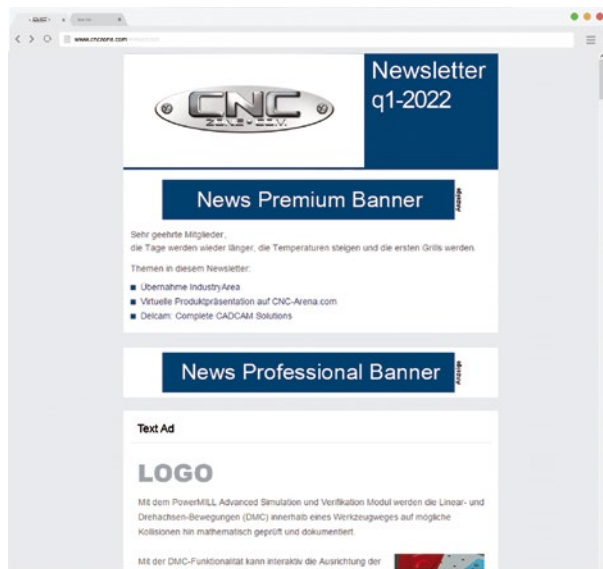
We offer the following features with Robust Targeting Options

Targeting ► You can target your flights and campaigns by language, browser client and Country (IP).

Site/Zone Targeting ► You can specify zones on particular sites, and target flights and campaigns to them.

**CNCzone Newsletter**

- ▶ The CNCzone Newsletter is sent monthly
- ▶ More than 250,000 newsletter recipients
- ▶ The premium banner is placed between header and introduction
- ▶ The professional banners appear between editorial bulletins
- ▶ Text Ads appear as editorial bulletins

**CNCzone Newsletter - Monthly distribution****Text Ad: max. 600 characters, Image max. 560 x 200 px**

(Ads as a editorial bulletins)

Bookings:	1x	3x	6x	12x
Price / Newsletter:	\$ 1,135	\$ 1,020	\$ 910	\$ 800
Total price:	\$ 1,135	\$ 3,060	\$ 5,460	\$ 9,600

News Premium Banner: 468 x 60 px

(Position TOP below header)

Bookings:	1x	3x	6x	12x
Price / Newsletter:	\$ 910	\$ 800	\$ 680	\$ 570
Total price:	\$ 910	\$ 2,400	\$ 4,080	\$ 6,840

News Professional Banner: 468 x 60 px

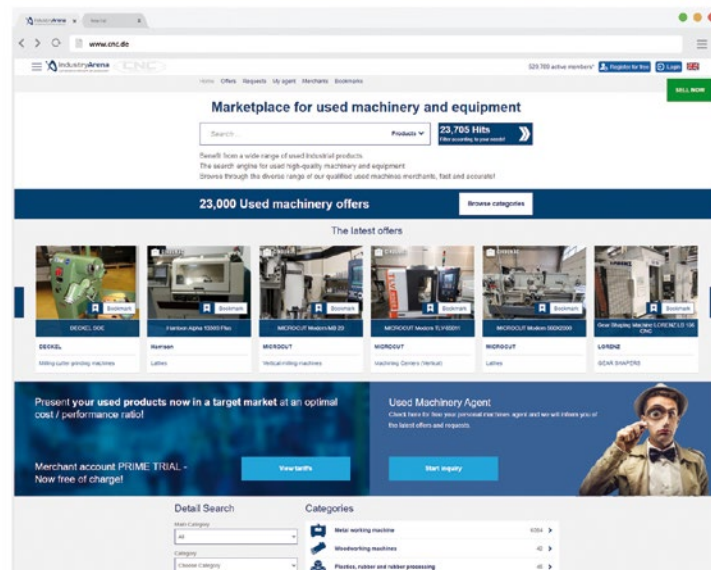
(Between the editorial bulletins)

Bookings:	1x	3x	6x	12x
Price / Newsletter:	\$ 680	\$ 570	\$ 455	\$ 340
Total price:	\$ 680	\$ 1,710	\$ 2,730	\$ 4,080

Data delivery will be in English, German and Spanish.
All prices are subject to VAT and always payable in advance.

Advantages of the machine market at a glance:

- ▶ Market for used technology available in more than 10 languages
- ▶ Merchants entry with integration of all offers and short URL:
www.cnc.de/your-company
- ▶ Client-managed administration of content
- ▶ Integration of numerous product images
- ▶ Integration of product video
- ▶ Integration on IndustryArena.com
- ▶ New entries are published daily in the IndustryArena forum
- ▶ Distribution on social networks like twitter and facebook



PRIME TRIAL

Unlimited
but at least 200 advertisements

€ 0.00

instead of ~~€ 59.90~~ / month

PRIME

Unlimited
Data import / interface possible

€ 29.95

instead of ~~€ 59.90~~ / month

COMFORT

Up to 100 advertisements
publish simultaneously

€ 19.95

instead of ~~€ 39.90~~ / month

SMART

Up to 50 advertisements
publish simultaneously

€ 14.95

instead of ~~€ 29.90~~ / month

All prices are subject to VAT and always payable in advance.

IndustryArena.com - Your partner for inbound marketing

Inspire your target audience with effective inbound marketing. Present your content in a strong network, generate new leads and improve customer relationships.

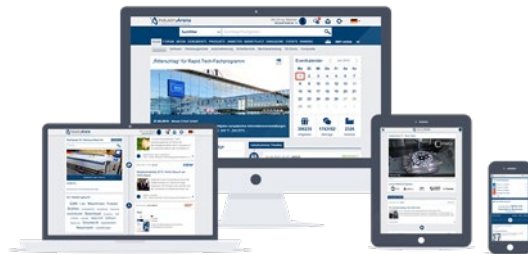
By now, we appeal more than 5,600 enterprise members with defined targets, an outstanding community of specialists and distribution in all modern media.

When will you join the network of IndustryArena as an enterprise member?



Our services for you

- ▶ Professional consulting and support
- ▶ Editorial expertise in B2B
- ▶ Expertise in manufacturing technologies
- ▶ Efficient networking with your target audience
- ▶ Optimised solutions in content marketing
- ▶ Effective use of all distribution channels
- ▶ SEO included



With comprehensive information and research possibilities, we guarantee focused solutions and excellent communication in your target audience. IndustryArena.com is available in German, Spanish and English language.

Find detailed information in our latest media data:

www.industryarena.com/mediadata



General Terms and Conditions for Online Advertising

INTRODUCTION

ADVERTISING

USED MACHINES

INDUSTRYARENA

DISCLAIMER

Service Provider: IndustryArena GmbH
Katzbergstraße 3 • 40764 Langenfeld, Germany

1. Advertising order

(1) Advertising order, in the sense of the following General Terms and Conditions, refers to the agreement to publish one or more than one advertisement or presentation in any form in information or communication services, especially the internet, for the purposes of circulation. (2) The advertising order is exclusively subject to the General Terms and Conditions and price list of IndustryArena GmbH which constitute an integral part of the contract. The validity of any terms and conditions on the part of the Advertiser or other space buyer are, if these do not comply to these General Terms and conditions, expressly excluded. Orders for advertising to be published in online media and other media forms are subject to the General Terms and Conditions of the respective media.

2. Advertisement forms

(1) An advertising form in the sense of these General Terms and Conditions can, for example, be made up of one or more of the following elements: - a picture, with or without text, a series of musical notes with or without moving pictures (e.g. banners), - a sensitive area which, when clicked, initiates a connection to further data at an online address given by the Advertiser, for instance that of the Advertiser (e.g. a link). (2) Advertisements which in form or appearance are not immediately recognisable as such, will be altered to make this clear.

3. Conclusion of a contract

(1) The contract attains validity through confirmation in either written form or by email, subject to the provisions of individual contrary agreements. Should this confirmation not be received, then the order is deemed confirmed by the publication of the online advertisement. Orders placed orally or by telephone are also subject to these General Terms and Conditions. (2) In the event of doubt, orders placed by advertising agencies are a contract between the publisher and the advertising agency subject to the provisions of other written agreements. Should an advertising client become the Advertiser, then the Publisher must be advised of the name by the advertising agency. The Publisher has the right to demand proof that the client is listed by the advertising agency. (3) Advertising for goods or services from more than one advertising client or other advertiser within a particular advertisement (e.g. banners, pop-up ads) requires an extra contract either in written form or per email.

4. Settlement period

If the right to request individual advertisements is granted under the terms of a transaction, the order must be carried out within one year of the conclusion of the contract.

5. Delivery of data

(1) The Advertiser is obliged to provide IndustryArena GmbH with correct advertising material, particularly with regard to the format or the technical specifications as designated by IndustryArena GmbH in

due time before the publication date. IndustryArena GmbH will immediately request a replacement if the material is seen to be unsuitable or damaged.

(2) Should IndustryArena GmbH store the data, without actually being obliged to do so, then this obligation will end after three months. (3) The Advertiser shall bear the costs charged by IndustryArena GmbH for changes to the advertising material that are either requested or justifiable.

6. Right of refusal

(1) IndustryArena GmbH reserves the right to refuse or block advertising orders - including individual requisitions under the terms of a transaction if - their contents violate laws or official regulations or - if the contents are liable to be objected in a complaints procedure - if the publication thereof is unreasonable to the IndustryArena GmbH due to the content, the origin or the technical form. (2) The IndustryArena GmbH has the right to withdraw an advertising medium already published if the Advertiser himself belatedly changed the content of the advertising medium or if the data of a link is belatedly changed whereby the conditions of paragraph 1 become applicable.

7. Guarantee of rights

(1) The Advertiser guarantees that he is in the possession of all rights necessary for the placement of an advertisement. The Advertiser holds the IndustryArena GmbH harmless within the framework of the contract from all claims by third parties which might arise through the violation of any laws. In addition the IndustryArena GmbH is released from the costs of legal defence. The Advertiser is obliged to support the IndustryArena GmbH in good faith in his defence against third parties by supplying information and documents. (2) The Advertiser will pass all necessary copyrights for the use of the advertisements in all forms of online media, including the internet to the IndustryArena GmbH. This includes the right of use, ancillary copyright and other rights, in particular the right to duplicate, circulate, transmit, broadcast, abstract from a database and call, both with regard to time and content, to a degree necessary for the completion of the contract. The above mentioned rights are always to be given unboundedly and authorise the Publisher to place advertisements using all forms of technical process and all known forms of online media.

8. Provider's guarantee

(1) The IndustryArena GmbH guarantees, within the framework of predictable demands, a best-possible reproduction of the advertising medium in accordance with the technical standard normal at the time. The Advertiser accepts however, that according to the current state of technology, it does not always make economic sense to create a program that is entirely free of errors. The guarantee does not include circumstantial errors. An error in the depiction of the advertising medium is then circumstantial if it has been caused - by the use of unsuitable depiction software or hardware (e.g. a browser) or - by a malfunction of the communications network belonging to other providers or other providers or by a computer breakdown caused by a

breakdown of the system - by so-called proxy servers (message buffers) that are either incomplete or not up-to-date or - a breakdown of the ad server lasting no longer than 24 hours (cumulated or continuous) within a 30 day period after the begin of the contractually agreed placement period. A breakdown of the ad server over a considerable period (more than 10 percent of the period booked) within the framework of a booking due to run over a fixed period, will release the Advertiser from the duty of payment for the period of the breakdown. Further claims are excluded. (2) If the reproduction quality of the advertising medium is insufficient and constitutes a considerable error, the Advertiser has the right to a reduction of payment or a perfect replacement, but only to the degree that the advertising medium was affected. If the replacement advertisement is a failure or is unreasonable, the Advertiser has the right to a reduction of payment or a withdrawal from the contract. (3) If there are defects in the advertising medium documents that are not obvious, the Advertiser has no rights to claim if the resulting publication is insufficient. The same applies if the advertisement is placed several times and if the Advertiser does not draw the Publisher's attention to the errors before the next placement.

9. Default

If the execution of an order cannot be fulfilled for reasons for which the Publisher cannot be held accountable (for instance software problems or other technical reasons), in particular a breakdown of the computer system, strike, legal provisions, interference in the sphere of responsibility of third parties (e.g. other providers), network operators or service providers or for similar reasons, then the order will be repeated, if this is possible. The IndustryArena GmbH is still entitled to payment for an order that is thus carried out again after the disruption has ceased, and within a time period reasonable for the Advertiser.

10. Liability

(1) Indemnity claims from positive breach of obligation, negligence in contracting and tort are only applicable by premeditation a Arena advertising rate card published on the internet (mediadata.IndustryArena.com) and in effect at the time the contract is concluded. Should the advertising rate change after the conclusion of the contract, the IndustryArena GmbH is entitled to charge the price according to the price list valid at the time of the publication: this does not apply to business dealings with non-traders, insofar as no more than 4 months have elapsed between the conclusion of the agreement and the publication date of the advertisement.

(2) Discounts are granted according to the rate card valid at the time. Advertising agencies and other Advertisers are obligated to use the various Publishers' rate cards for their quotations, contracts and invoices. Discount credit notes and supplementary discount charges shall principally not take into consideration until the end of the insertion year.

11. Pricelist

(1) The rates of the advertisements are based on the IndustryArena advertising rate card published on the internet (mediadata.IndustryArena.com) and in effect at the time the contract is concluded. Should the advertising rate change after the conclusion of the contract, the IndustryArena GmbH is entitled to charge the price according to the

price list valid at the time of the publication.

(2) Discounts are granted according to the rate card valid at the time. Advertising agencies and other Advertisers are obligated to use the various Publishers' rate cards for their quotations, contracts and invoices. Discount credit notes and supplementary discount charges shall principally not take into consideration until the end of the insertion year.

12. Default of payment

(1) In the event of default or delay in payment, the IndustryArena GmbH shall charge interest and debt collection charges. The IndustryArena GmbH may postpone the further execution of the current order until payment and request advance payment for the remaining advertisements.

(2) If there is reasonable doubt regarding the Advertiser's ability to pay, the IndustryArena GmbH is entitled, even during the term of the contract, to make the publication of further advertisements dependent upon advance payment of the amount charged and settlement of unpaid bills, regardless of previously agreed terms of payment.

13. Cancellation

(1) The minimum period of the business membership is 12 months. The contract is automatically renewed for one more year, unless no cancellation has been received by 4 weeks before the expiry date. (2) Cancellations of advertisement orders can only be accepted in written form.

14. Placement confirmation

Placement confirmations are only conditionally valid and may be changed for technical reasons. In such cases, the IndustryArena GmbH may not be made liable.

15. Data security

The advertisement order will be carried out according to the currently applicable laws of data security.

16. Place of fulfillment/Court of jurisdiction

The advertising order is subject to German law. The place of fulfillment is the principle place of business of the IndustryArena GmbH. The place of jurisdiction for legal proceedings involving business transactions with merchants, bodies corporate, or special assets is the principal place of business of the IndustryArena GmbH. Insofar as claims of the IndustryArena GmbH are not put forward by collection procedure, the place of jurisdiction for non-traders shall be determined according to their place of residence. German law applies.

01 / 2023

www.CNCzone.com

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Wilmington, DE 19801 • United States of America

✉ info@cnczone.com 🌐 www.cnczone.com

CNCzone is a part of

