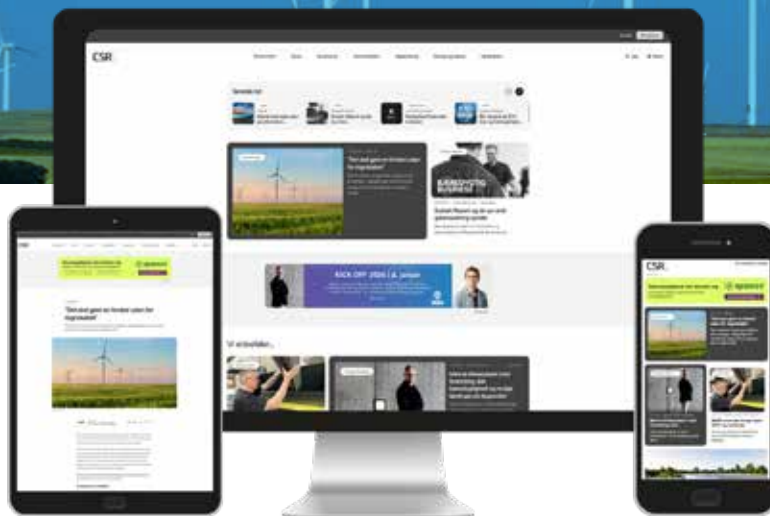


# Forum for Sustainable Business

Get closer to your customers with CSR.dk's media platform



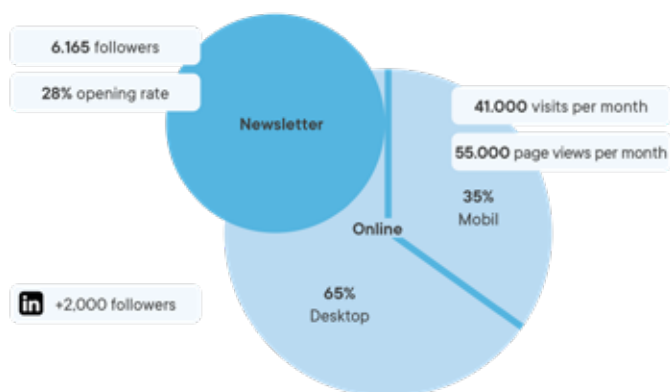
## Effective knowledge-based platform for CSR and sustainability

CSR.dk wishes to make companies better at participating in – and winning – the race for sustainability. CSR.dk is for everyone that wishes to gain insight into CSR and sustainable work. Our platform is used for gathering inspiration, developing understanding, and supplying an overview of recent developments for our users. Our ambition is to motivate companies to think sustainably. We want to reach this goal through an inspirational online platform where we share knowledge, insight, and tendencies side by side with our members.

CSR.dk's marketing platform consists of an online portal, and a newsletter  
All prices on this site are VAT excluded.

## CSR.dk's target group

The universe consists of an online portal, two weekly newsletters that are sent out on Wednesday and Friday. In addition, we regularly send themed newsletters, where relevant agendas are laid out.



## Contact the CSR.dk team



Eva Harpøth Skjoldborg  
Editor

Tel: +45 5373 1370  
ehs@horisontgruppen.dk



Rune Walther Hansen  
Chief Operating Officer

Tel: +45 5373 1373  
rwh@horisontgruppen.dk



Emma Sofie Rømer  
Customer Success Specialist

Tel: +45 2173 4383  
esr@horisontgruppen.dk



Claus Aagaard Hansen  
Business Manager

Tel: +45 4270 5905  
cah@horisontgruppen.dk

# Become a partner at CSR.dk

## Choose your plan

Do you want to actively influence the development and security of your efforts and results? Do you want to be a part of a strong and serious community platform that produces news about the current trends, podcasts, and cases in Sustainable Business?

	BASIS	MOST POPULAR STANDARD	PLUS
	<b>DKK 16,995</b> per year	<b>DKK 21,995</b> per year	<b>DKK 27,995</b> per year
Company presentation	✓	✓	✓
Publish unlimited content	✓	✓	✓
Statistics	✓	✓	✓
Standard (Including extended support)			
Contact Support by email, phone and chat	-	✓	✓
We publish relevant types of content on your behalf	-	✓	✓
Updating and administration of your partner profile	-	✓	✓
Plus (Content production and advertising discount)			
1 x optional theme participation	-	-	✓
Highlighted content (Boost your content for seven days)	-	-	✓
50% off on traditional cross-channel advertising	-	-	✓



"With our partnership at both Installatør and CSR, as an environmentally oriented ventilation company, we can both be top of mind in the installation and construction industry as well as inspire and be inspired by like-minded people in business."

Katarzyna Toepler, Marketing, Novenco



#### Megaboard

Get exposure across all pages of the site. The banner is placed in the middle of the page, on all pages with the exception of content from partners. The space is shared with up to 9 others during the campaign period.



#### Megabox

Gain great exposure across all pages of the site. The banner is placed as an extension of editorial articles and shared with up to 4 others.



#### Streamer

Use this atypical format and stand out from the crowd. Placed at the top of all front pages: Ex. front page, category pages, tag pages, events and jobs. In addition, in continuation of editorial articles. The space is shared with up to 4 others during the campaign period.



#### Theme participant

Participate in relevant themes that the editors have prioritized. Submit relevant content in the form of articles, news or cases and help set the agenda side by side with the editors and other actors in the industry. In addition to the online platform, the theme is also brought up in the newsletter and via LinkedIn with paid campaigns and traditional sharing. Ask for theme and campaign plan.



#### Theme ownership

We tailor a theme together with you and unfold your agenda in just the right way. As a theme owner, you occupy an exclusive role as experts. We are happy to contribute content to support the message. Theme ownership allows you to reach specific target groups and position your company through relevant content contributions. In addition to the online platform, the theme is also brought up in the newsletter and via LinkedIn with paid campaigns and traditional sharing. Ask for theme and campaign plan.

#### Technical information

Price per. month	DKK 12,800
Filetype	Jpg / gif / MP4 / HTML
Size	Max 100 kb
Devices	Desktop, mobile and tablet
Format (Desktop)	930 x 180 px
Format (Mobile and Tablet)	300 x 250 px

NB: Separate file for mobile and tablet CAN be supplied for optimal exposure. MP4 and HTML must not be delivered as responsive

#### Technical information

Price per. month	DKK 8,000
Filetype	Jpg / gif / MP4 / HTML
Size	Max 100 kb
Devices	Desktop, mobile and tablet
Format (Desktop)	1280 x 600 px
Format (Mobile and Tablet)	300 x 250 px

NB: Separate file for mobile and tablet CAN be supplied for optimal exposure. MP4 and HTML must not be delivered as responsive

#### Technical information

Price per. month	DKK 16,800
Filetype	Jpg / gif / MP4 / HTML
Size	Max 100 kb
Devices	Desktop, mobile and tablet
Format (Desktop)	1242 x 130 px
Format (Mobile and Tablet)	300 x 140 px

NB: Separate file for mobile and tablet CAN be supplied for optimal exposure. MP4 and HTML must not be delivered as responsive

#### Technical information

Price per. theme	DKK 7,995
Price per. theme for partners	DKK 6,995

#### Technical information

Price per. theme	Ask for price
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## CSR.dk's newsletter

Distributed twice a week. The newsletter's content gives our audience an overview by combining current news and service-oriented articles with current events and news from news from Partners.

*"We distribute monthly the articles most frequently read in our newsletter, both from our editorial staff and from our Partners. In addition, we distribute a newsletter with suggested events monthly."*



## Advertisement formats and prices – Newsletter

Bring your message directly to the CSR-leaders inbox



### Medium Banner

Catch the reader in the inbox side by side with articles provided by the editors and our partners.

### Technical information

Price per. publication	DKK 4,500
Filtype	Jpg
Size	Max 45 kb
Format	580 x 121 px
Devices	Desktop, Mobile and Tablet



### Medium Banner - Large

Get more space in the newsletter with size Large. The banner is placed side by side with articles provided by the editors and our partners.

### Technical information

Price per. publication	DKK 7,600
Filtype	Jpg
Size	Max 45 kb
Format	580 x 242 px
Devices	Desktop, Mobile and Tablet



### Solo mail

Get full control with a direct email campaign for newsletter recipients.

Here you have full control over the messages from you. Solo emails work well in conjunction with a theme ownership, but can easily stand alone. DKK 2.8 per recipient.

### Technical information

Material and price by agreement.



### Top Banner

Gain access to the top of the newsletter. As the first item seen in the newsletter, the Top Banner is the exclusive banner format.

### Technical information

Price per. publication	DKK 7,500
Filtype	Jpg
Size	Max 45 kb
Format	580 x 121 px
Devices	Desktop, Mobile and Tablet

# Targeted job advertising

## The link between your company and the right job candidates

CSR.dk is a sustainable business in Denmark and simultaneously represents the country's biggest network of CSR-profiles.

SELECTION OF JOB ADVERTISEMENTS ON CSR.DK

**HORTEN**

Danske Bank

**coop**

**DFD**

**Ørsted**

### Create job advertisements on CSR.dk

Your advertisement will be seen by people actively applying for jobs as well as the people who didn't think to change jobs – until they saw your advertisement, that is.

- Until the application deadline or 30 days
- Listed in the job section at [www.csr.dk/jobmarked](http://www.csr.dk/jobmarked)
- Possibility of highlighting on the front page of CSR.dk
- Possibility of highlighting in the newsletter
- Job ads are a good branding exercise – which is almost always a good story and occasion to push the company's CSR agenda and corporate brand

NB: If the company is a Partner, you automatically get the opportunity to look up unlimited Basic job advertisements.



"When you use CSR.dk for recruitment, your job advertisement is exposed to sustainability managers, consultants, CSR managers and other stakeholders in a professional context. The readers are most likely working jobs which means that they finger the pulse."

**Claus Aagaard Hansen**  
Business Manager CSR.dk

### Send your job advertisement

- Should include titles and an application deadline. Best format for advertisement is Word (.docx).
- Should include contact information including workplace address.
- Information regarding invoicing should include the email address of the recipient of the invoice. Always remember the EAN-number if you have this information. In case of special requirements regarding your invoice, remember to include these as well (PO-number, userID, reference number)
- Should include a company logo in JPEG-format, minimum 300px (width). If you have previously advertised a position on CSR.dk, or if you don't currently have access to your logo in the required JPEG-format, you do not need to send it. Just tell us your email.

# CSR.dk production

## We help produce the right content – text or podcast.

We assist in idea-generation, ask the right questions, and produce the right content for the article or podcast your company wants published. Content that your company owns and may use freely in other relevant contexts.

### Types of content that work

For most companies, there are more stories, results, and messages about CSR than there are working hours available to convey them all. This is where CSR.dk assists our clients. To secure a high level of quality and to make sure that the messages are relevant to the target audience on CSR.dk, we utilize journalistic tools to deliver suitable communication.

### Interviews and Q&A's

A Q&A is an article that is developed through a question/answer template. The journalist asks the questions, and the company spokesperson answers – per email or phone. The format is suitable if your company wishes to profile itself with an opinion on a certain current topic, or if it wants to convey its own plans and ideas. The question/answer template is very reader-friendly and gives the reader a quick overview.

*"We publish the content for you on your company's profile page. It ends up directly on our front page and is also delivered within our newsletter. Vi recommend that you share it via your company's LinkedIn-profile so that you get even more exposure for your money."*

### Cases

A case typically takes its starting point in concrete task that your company has solved. It centers around the achieved result, but also the difficulties related to the problem-solving and the means by which your company achieved its goal. The case format is suitable as inspiration for those of your customers who might have experienced the same difficulties in the past.



### Portrait articles

A portrait article centers around a certain person. The occasion for such an article could for example be an anniversary, company purchases, newly staffed positions or other such events. A portrait is written around an interview, typically orbiting the person's career path, garnished with personal characteristics, opinions, and thoughts. The portrait is suitable as a means of delivering an intimate picture of your company's work in sustainability, so that the reader may better identify with it.

*We are happy to help. Give us a call on 5350 6060 and we can talk about the scope of your needs and then we can give you a good price.*



### Boost your content

If you are a partner, you can boost your content and generate ultimate market relevancy.

Purchasing highlighted content guarantees high visibility for seven days

- As the 2nd story on the front page of CSR.dk
- Highlighted in two newsletters as the 2nd story
- Highlighted under relevant categories
- Recommended and highlighted in editorial articles directly from the CSR.dk editorial staff

### Contact us for further information regarding content production

Native advertising or content marketing is an effective way of creating value for new and/or existing customers.