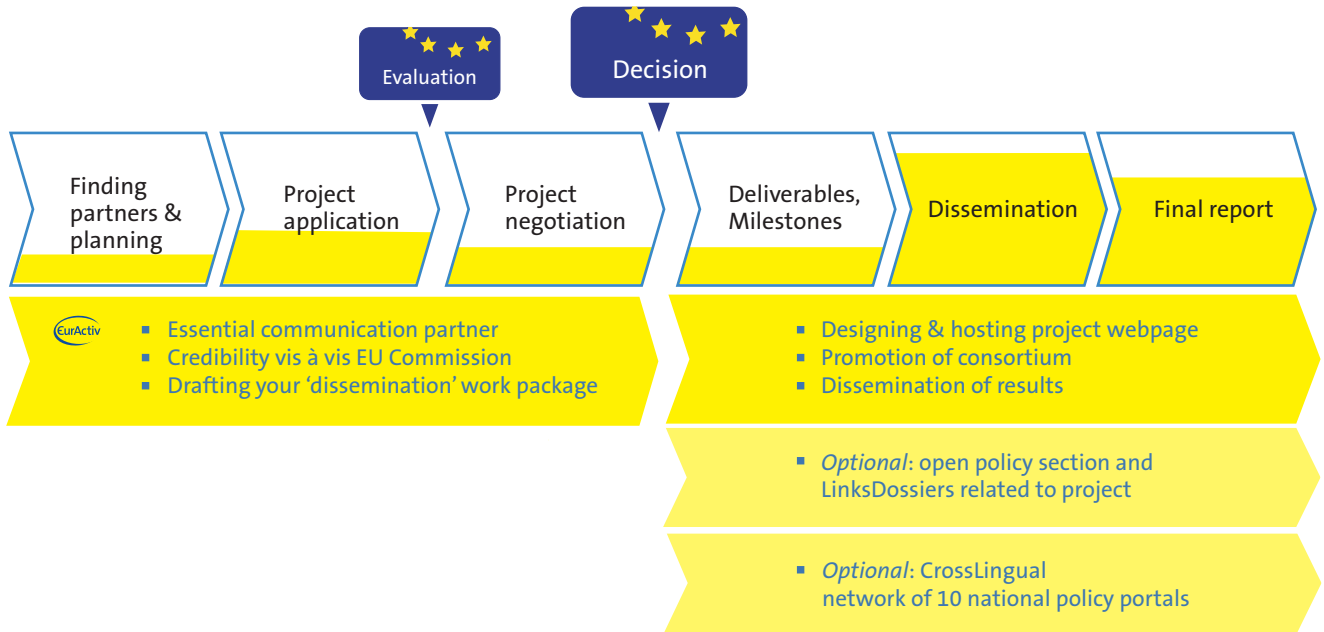
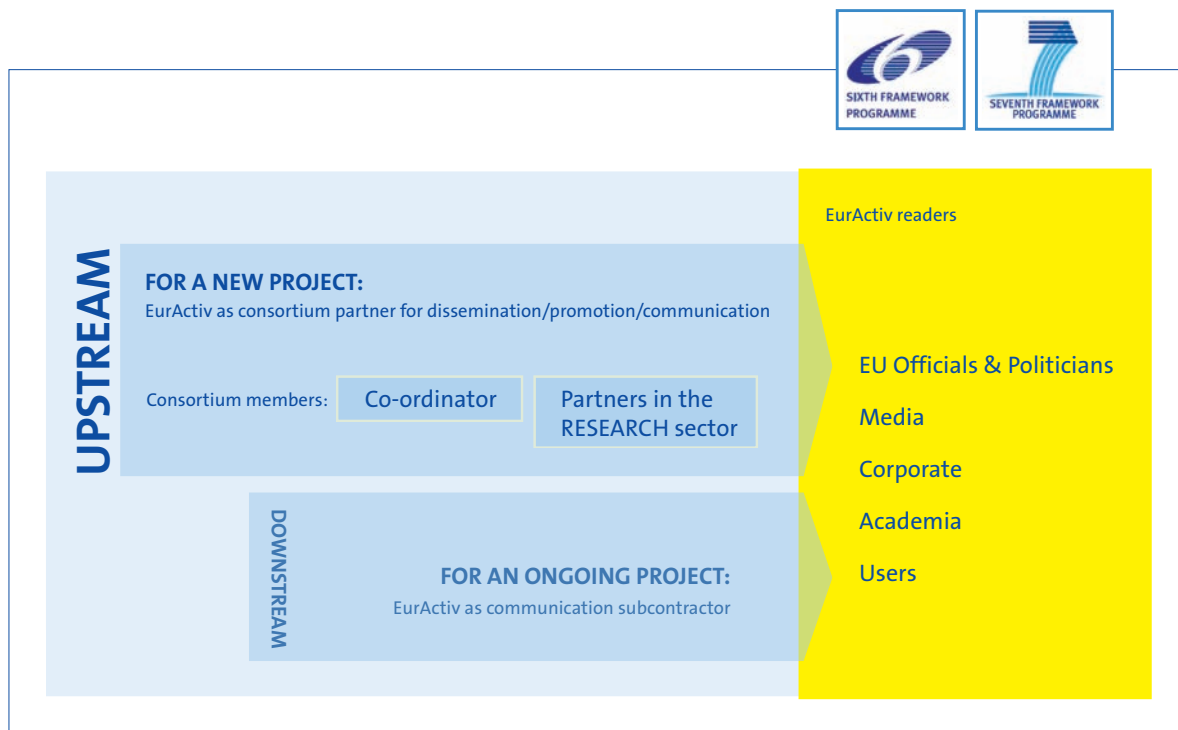


Potential EurActiv roles in an EU project cycle



Example: Typical consortium for research project



Dissemination, communication and promotion of EU Projects: two packages

One month advertising on the EurActiv portal + Newsletter

- Increase traffic to your project or partner websites
- Communicate your projects to influential targets
- Highlight your events in Agenda
- Promote your results and reports, in relevant policy sections

Permanent “light” visibility for your EU Project

- “Yellow Page” EU Projects including abstract
- simple project description hosted by EurActiv

For an informal discussion of your current project, please contact
Flex Branders marketing@euractiv.com tel. +32 (0)2 226 58 11

Cost: 5 000 €
Campaign on EurActiv.com

from 10 000 €
Campaigns on EurActiv.com
+ network of national policy
portals in Central Europe

DOWNSTREAM

Communication expertise

- Contribution to proposal and communication strategy
- Participant in relevant project meetings, with a user viewpoint

Content to our readers and the press

- Suggestion of articles mentioning the project
- Preparation or update of LinksDossiers to explain project’s policy background
- Encouragement of policy debates around research results

Wide visibility for your EU project

- Permanent logo visibility on all pages of a policy section
- Detailed web presentation

Cost: Dependent on
scale of project and
negotiation with EU DG
- typically 5% to 10%

UPSTREAM

For an informal discussion on your objectives or for references (ca 15 EU projects won and supported), please contact:

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