

# WAN-IFRA Website – the portal Media Information 2010



## Online information pool

**WAN-IFRA Website** is the online entrance to rich and constantly updated content provided by WAN-IFRA's editors, analysts, correspondents and guest writers.

From here, you can go to any of the 9 topic-oriented sites. You can also get the latest news and interact with our editorial staff and analysts on any subject.

**WAN-IFRA Website** is the only topic-oriented information portal in the world with an international scope and multilingual delivery.

We offer you, in addition to advertising spaces in our print publications, the opportunity to place banner ads on the portal page of the **WAN-IFRA Website** and on one of our 9 topic-related sites (**Billboard Pages**).

## General Information

These banner spaces, marked blue on the WAN-IFRA website, are only available for WAN-IFRA Members.



The coloured spaces on the entry page of the subject areas: „Prepress, Print Production, E-Reading, Mobile, Emerging Media, Advertising, Editorial, Suppliers und General Management“ (Billboard pages, 9 are available) can be booked.



In addition you have the opportunity to order text ads (see sample ad ENS) directly under the picture frame.



**Please pay attention:**

The space is available right away and will be sold on a **“first come, first served”** basis.

Advertising rates are subject to change, to find the latest updates on the rates and other media information go to our website at [www.wan-ifra.org/mediainfo](http://www.wan-ifra.org/mediainfo).

## Rates and Formats

Bannerprices in EUR (WAN-IFRA member / Non member)	for 1 month	for 3 month	for 6 month
– <b>Large banner left side</b> (Banner: 180 x 150 Pixel) (only 1 space available)	EUR 1,200 / —	EUR 3,240 / —	EUR 5,760 / —
– <b>Small banner left side</b> (Banner: 180 x 75 Pixel) (only 2 space available)	EUR 750 / —	EUR 2,025 / —	EUR 3,600 / —
– <b>Skyscraper right side</b> (Banner: 234 x 650 Pixel) (only 1 space per topic available)	EUR 990 / EUR 1,090	EUR 2,670 / EUR 2,940	EUR 4,750 / EUR 5,230
– <b>next to top navigation bar</b> (Banner: 234 x 90 Pixel) (only 1 space per topic available)	EUR 300 / EUR 400	EUR 810 / EUR 1,080	EUR 1,440 / EUR 1,920
– <b>right side next to the picture</b> (Banner: 234 x 270 Pixel) (only 1 space per topic available)	EUR 490 / EUR 590	EUR 1,320 / EUR 1,590	EUR 2,350 / EUR 2,830
– <b>next to the text (large)</b> (Banner: 234 x 270 Pixel) (only 1 space per topic available)	EUR 290 / EUR 310	EUR 780 / EUR 840	EUR 1,390 / EUR 1,490
– <b>next to the text (middle)</b> (Banner: 234 x 180 Pixel) (only 2 space per topic available)	EUR 190 / EUR 210	EUR 510 / EUR 560	EUR 910 / EUR 1,010
– <b>next to the text (small)</b> (Banner: 234 x 90 Pixel) (only 3 space per topic available)	EUR 110 / EUR 130	EUR 300 / EUR 350	EUR 530 / EUR 620
– <b>Text ad</b> (4 lines text + URL and email) (only 1 space per topic available)	EUR 290 / EUR 390	—	—
– <b>Text ad plus video</b> (Text ad + Video) (only 1 space per topic available)	EUR 890 / EUR 990	—	—

### Advertising material:

Material deadline:	The data is needed at the latest 3 working days before the beginning of the ordered month		
Format:	Banner:	JPEG or GIF, linked with URL named by you Flash, with embedded URL	
	Text ad:	no special format required	
Size and Position:	Banner:	as ordered and mentioned above	
	Textad:	4 lines text plus URL and email address	

VAT to be added, where applicable.

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