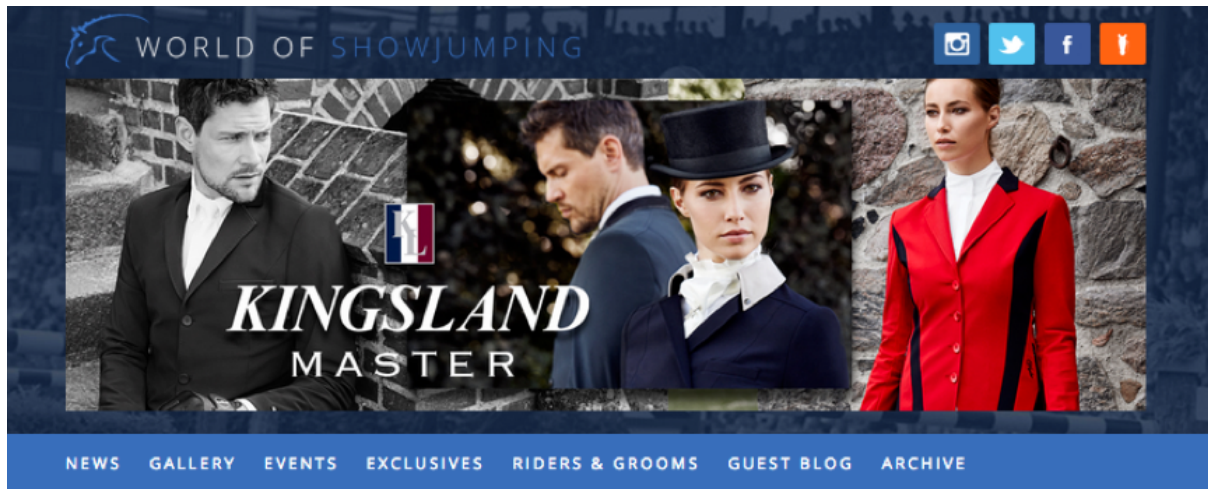


# ADVERTISING KIT 2018

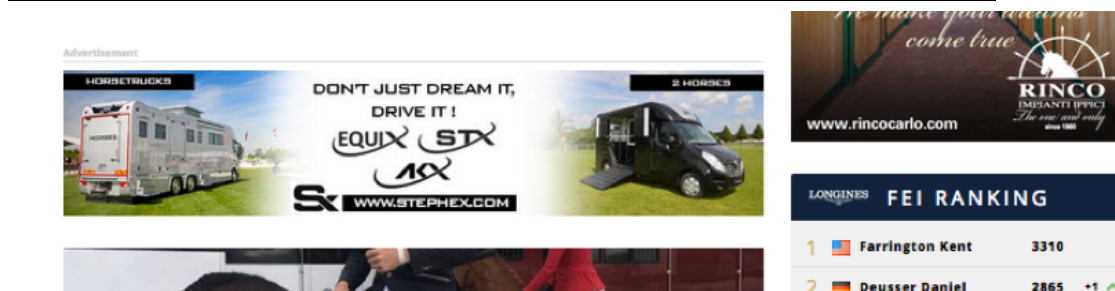
**Head banners - €850 per month // €300 per week**



- The four head banner spaces are located on top of the website, and rotate with each other - all with the same importance degree. The head banner spaces run through the internal pages of the site and is the only banner to also run on the blog section and the event calendar.
- All banners must come in a jpeg.file (static), and in the four different sizes given in the banner chart below.

Screen type	Large screen >1200 px	Normal screen 980-1199 px	Tablet screen 768-979 px	Mobile screen >767 px
Banner size	1170 x 360 px	940 x 290 px	724 x 222 px	280 x 86 px

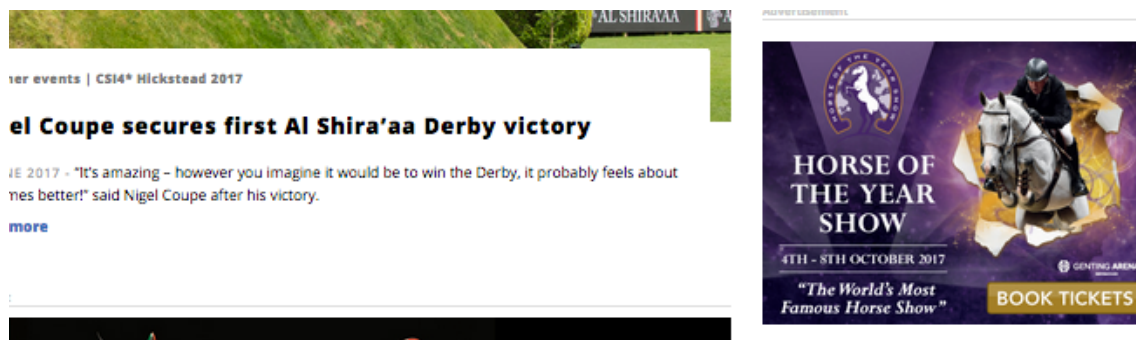
**Large banners - €550 - €650 per month // €160 - €200 per week**



- There are two sets of large banner spaces. On the home page, one is located below article no. two and one is located below article no. four. The large banner spaces also run through the internal pages of the site, but are not visible in the blog section or the event calendar.
- Both large banners have space for four rotating banners, all with the same importance degree.
- All banners must come in a jpeg.file (static), and in the four different sizes given in the banner chart below.

Screen type	Large screen >1200 px	Normal screen 980-1199 px	Tablet screen 768-979 px	Mobile screen >767 px
Banner size	770 x 160 px	620 x 130 px	476 x 100 px	280 x 60 px

### **Square banners - €300 - €375 per month // €100 - €120 per week**



- There are two sets of square banner spaces; One set on the right-hand side, and one set on the bottom - both on the home page of the website. The square banners run through the internal pages of the site, but are not visible in the blog section or the event calendar. When using the mobile version, the right-hand side- and the bottom banners are rectangular and they all rotate with equal visibility between the articles (after article 5).
- On the right-hand side of the *home page* there are space for a total of eighteen rotating banners showing six at the time and at the bottom there is space for six rotating banners showing two at the time, all with the same importance degree.
- On the *mobile version*, there are ten banners rotating and on the *internal pages* the number of visible banners are eight.
- All banners must come in a jpeg.file (static), and in the four different sizes given in the banner chart below.

Screen type	Large screen >1200 px	Normal screen 980-1199 px	Tablet screen 768-979 px	Mobile screen >767 px
Banner size	370 x 270 px	300 x 220 px	228 x 170 px	280 x 60 px

## Take-over banner

***“NEW IN 2018”***

The take-over banner will “take over” the screen when the readers enter the website (over desk-top, tablet and smartphone) and must be closed down before reading the articles.

Please contact us for more information.

## Advertorials - €300/€400

Commercial texts published as an article. Text (in English), photos in high resolution and videos must be supplied by the customer.

The price €300 includes a post with link to the article on Facebook. We also offer to place a post on Instagram, the total price is then €400.

## Posts on Facebook or Instagram - €200/per post

Photos and/or text (maximum 100 words) must be provided by the customer.

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*Until we receive all necessary company details, a booking confirmation cannot be issued and the banner space is held open to other interested advertisers.*

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## Key numbers

### **Key visitor numbers**

#### **The average monthly numbers for 2017 show**

- ☐ **450 000 page views**
- ☐ **265 000 sessions (visits)**
- ☐ **65 000 users (Unique visitors)**
  
- ☐ **57.000 followers on Facebook**
- ☐ **60.000 followers on Instagram**

### **Global reach**

During 2017 readers from more than 200 countries have visited WoSJ.

The ten countries that visited us most frequently were:

1) US 2) UK 3) GER 4) NED 5) BEL 6) SWE 7) IRL 8) ITA 9) SUI 10) FRA