



Binsted Online Magazines Banner Sponsorship Opportunities

Online Magazine

Place your banner advert at the top of our online magazines and link through to your website. Each banner appears for 20 seconds before cycling to the next and there are a maximum of six banner adverts per issue to allow greater exposure which cycle in order (1, 2, 3, etc.).

Banner dimensions are the generally assumed standard "Full Banner" size of 468 pixels wide by 60 pixels high. Banners and links will last for the duration of the issue and cannot be changed mid-issue. Any new adverts or links will be changed at the next available issue.

Requirements:

- Banner advertisement sized 468 x 60px supplied as JPG or Flash (running at 60 fps, conforming to Flash 10 and animation only - no code or ActionScript to be included).
- **Please note animated GIF's are not supported.**
- Confirmed website address for linking

	Position	Dimensions	Cost (per issue)	Maximum adverts (per issue)
IBP	Top of online mag	468 x 60px	£200	6
FPPI	Top of online mag	468 x 60px	£200	6
CHP	Top of online mag	468 x 60px	£200	6

Additional fee for oversized banners (per issue): £65

Unfortunately we cannot offer agency discounts for online banner adverts.

Email Announcement

Once per issue an email is distributed to our registered readers advising that the latest online edition is now available. Within this email you can have an exclusive banner advert that appears at the top of the email. Like the online magazines this can link to any website but is limited to only one advert per email and is only distributed once per issue.

Requirements:

- Banner advertisement sized 468 x 60px supplied as JPG or GIF (**animated GIF's are not supported**)
- Confirmed website address for linking

	Position	Dimensions	Cost (per email)	Maximum adverts (per email)
IBP	Top centre of announcement email	468 x 60px	£249	1
FPPI	Top centre of announcement email	468 x 60px	£249	1
CHP	Top centre of announcement email	468 x 60px	£249	1

Unfortunately we cannot offer agency discounts for email announcement banners.



Placement & Copy Deadlines 2018



	Order Deadline	Copy Deadline
January	14 December 2017	21 December 2017
February	25 January 2018	1 February 2018
March	22 February	1 March
April	22 March	29 March
May	19 April	26 April
June	24 May	31 May
July	21 June	28 June
August	19 July	26 July
September	23 August	30 August
October	20 September	27 September
November	25 October	1 November
December	22 November	29 November

FOOD PACKER

& PROCESSOR INTERNATIONAL

	Order Deadline	Copy Deadline
January/February	11 January	18 January
March/April	8 March	15 March
May/June	10 May	17 May
July/August	5 July	12 July
September/October	6 September	13 September
November/December	8 November	15 November

CHP Packer

Cosmetics, Healthcare & Pharmaceuticals Packer INTERNATIONAL

	Order Deadline	Copy Deadline
February/March	8 February	15 February
April/May	5 April	12 April
June/July	7 June	14 June
August/September	9 August	16 August
October/November	11 September	18 October
December/January	3 December	10 December