



Binsted Online Magazines Digital Banner Sponsorship Opportunities

Online Magazine Top Banner

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, PNG, GIF 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.

Online Magazine Introduction Banner

Gain maximum exposure with a Magazine Introduction Banner. This appears to the left of the front cover of the digital magazine and is a great accompaniment to the cover advert. Only one static banner is available per issue but this will always be visible next to the front cover and can link to any URL provided.

Requirements:

- Banner advertisement sized 300 x 250px supplied as JPG, PNG or GIF (**animated GIF's are not supported**)
- Confirmed website address for linking

	Position	Dimensions	Cost (per issue)	Maximum adverts (per issue)
IBP	Left of online mag	300 x 250px	£225	1
FPPI	Left of online mag	300 x 250px	£225	1
CHP	Left of online mag	300 x 250px	£225	1

Unfortunately we cannot offer agency discounts for online banner adverts.



Email Announcement Banner

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, PNG 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 2020



	Order Deadline	Copy Deadline
January	5 December 2019	12 December 2019
February	16 January 2020	23 January 2020
March	13 February	20 February
April	12 March	19 March
May	16 April	23 April
June	14 May	21 May
July	15 June	22 June
August	16 July	23 July
September	12 August	19 August
October	17 September	24 September
November	15 October	22 October
December	11 November	18 November

FOOD PACKER

& PROCESSOR INTERNATIONAL

	Order Deadline	Copy Deadline
January/February	2 January	9 January
March/April	27 February	12 March
May/June	30 April	7 May
July/August	2 July	9 July
September/October	3 September	10 September
November/December	28 October	4 November

CHP Packer

Cosmetics, Healthcare & Pharmaceuticals Packer INTERNATIONAL

	Order Deadline	Copy Deadline
January/March	30 January	6 February
April/June	8 April	15 April
July/September	30 July	6 August
October/December	16 November	23 November