



## 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 widths can be anything from 400 to 1200 pixels with a standard height of 60 pixels. 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:**

- Static banner advertisement sized 400-1200 x 60px supplied as JPG or PNG
- Confirmed website address for linking

|             | Position          | Dimensions      | Cost<br>(per issue) | Maximum adverts<br>(per issue) |
|-------------|-------------------|-----------------|---------------------|--------------------------------|
| <b>IBP</b>  | Top of online mag | 400-1200 x 60px | £200                | 6                              |
| <b>FPPI</b> | Top of online mag | 400-1200 x 60px | £200                | 6                              |
| <b>CHP</b>  | Top of online mag | 400-1200 x 60px | £200                | 6                              |

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 or PNG.
- Confirmed website address for linking

|             | Position           | Dimensions  | Cost<br>(per issue) | Maximum adverts<br>(per issue) |
|-------------|--------------------|-------------|---------------------|--------------------------------|
| <b>IBP</b>  | Left of online mag | 300 x 250px | £225                | 1                              |
| <b>FPPI</b> | Left of online mag | 300 x 250px | £225                | 1                              |
| <b>CHP</b>  | 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 or PNG
- Confirmed website address for linking



|      | Position                         | Dimensions | Cost<br>(per email) | Maximum adverts<br>(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 2021



|           | Order Deadline  | Copy Deadline    |
|-----------|-----------------|------------------|
| January   | 3 December 2020 | 10 December 2020 |
| February  | 14 January 2021 | 21 January 2021  |
| March     | 18 February     | 25 February      |
| April     | 18 March        | 25 March         |
| May       | 15 April        | 22 April         |
| June      | 13 May          | 20 May           |
| July      | 17 June         | 24 June          |
| August    | 15 July         | 22 July          |
| September | 12 August       | 19 August        |
| October   | 16 September    | 23 September     |
| November  | 14 October      | 21 October       |
| December  | 18 November     | 25 November      |



|                   | Order Deadline   | Copy Deadline  |
|-------------------|------------------|----------------|
| January/February  | 22 December 2020 | 7 January 2021 |
| March/April       | 4 March          | 11 March       |
| May/June          | 29 April         | 6 May          |
| July/August       | 1 July           | 8 July         |
| September/October | 2 September      | 9 September    |
| November/December | 4 November       | 11 November    |



|                  | Order Deadline | Copy Deadline |
|------------------|----------------|---------------|
| January/March    | 4 February     | 11 February   |
| April/June       | 1 April        | 8 April       |
| July/September   | 29 July        | 5 August      |
| October/December | 10 November    | 17 November   |