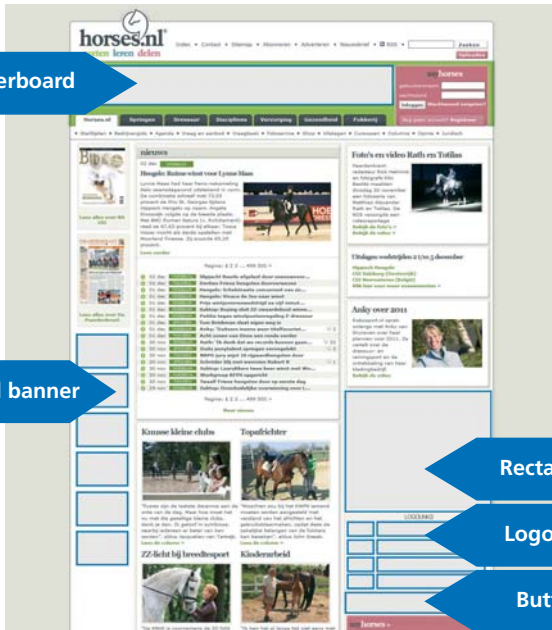


Horses.nl

General Information

Title	Horses.nl	
Subtitle	Knowing, learning, sharing	
Published by	Eisma Businessmedia bv Postbus 340, 8901 BC Leeuwarden	
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Advertising rates

Button

A button is highly suitable for enlarging company or brand awareness. A button contains a hyperlink to a site of your choice.

Rates	Per month: € 304	Per week: € 129
Specifications	325 x 50 pixels	

Logo link

A logo link is a short clickable text in combinations with a logo, that leads to a website.

Rates	Per month: € 232
Specifications	2 x 40 characters plus logo (60 x 30 pixels)

Rectangle

A rectangle is a large advert size that is placed always on the right-hand side of the page, above the 'fold'. This type of advert is ideal for communicating different types of messages including video.

Rates	Per month: € 1288	Per week: € 438
Specifications	336 x 280 pixels	

Small Banner

A small banner is a small advert suitable for enlarging company or brand awareness. The small banner may rotate with other small banners.

Rates	Per month: € 125
Specifications	80 x 120 pixels, max 40 Kb.

Leaderboard

A leaderbord is a big, almost page-wide advertisement and one of the most common online advert sizes. A leaderboard is displayed directly below the head.

Rates	Per month: € 1004,-	Per week: € 325
Specifications	728 x 90 pixels	

Rates are in Euros, excluding 19% VAT and base don full colour advertisements. Contract period: 12 months, starting on the date of the first insertion. Eisma Businessmedia bv reserves the right to change the information provided. No right can be derived from this media kit. On all orders and deliveries our general conditions apply, as filed with the Chamber of Commerce Leeuwarden with number 2615.

Newsletter Horses.nl

Delivery specifications



- gif
 - jpg
 - with url
- Colour mode: RGB
Resolution: 72 dpi
Deliver digital copy by e-mail: banners@zeedesign.nl

Advertorial

An advertorial is a text ad in terms of layout resembling the editorial page content. By clicking on the advertorial the visitor will hit the landing page.

Specifications

Header, body, pay-off 400 characters including interspaces
Size logo 70 x 70 pixels or 100 x 50 pixels
3 positions

Rates: € 304

Full banner

A full banner is a horizontal newsletter advert that runs across virtually the entire centre width of the newsletter.

Rates Per insertion: € 191
Specifications 468 x 60 pixels, max. 80 kb.