

# Advertising on the web or in the newsletter

## www.elektronikinorden.com

gives the Nordic electronics professionals the latest news, as well as in-depth technical articles, along with easy to read information. Here the reader can also read our E-magazine online, scroll through and click on the clickable ads. The Newsletter comes out once a week, summarising the week's biggest and daily news. You can also blog with our editors and comment on what you read directly.

## Book your banners with us

There are a number of different formats and placement options. You can choose weekly or monthly bookings, other time periods and formats may also be quoted.

## Advertising material for the Web

Digital ad material address: ads@elinor.se

Material specification: GIF or JPEG format.

Left Button, Right Button small and Inset Button max 30 kb.

Other max 50 kb. Other formats contact the advertising department for a quote.

## Newsletter

Circulation 12.300 subscribers (September 2011).

**Banner** 468 x 60 pixels. Top/bottom: weekly. Cost is US\$ 681.

**Sponsor box** with 600 characters, logo and a link, costs US\$ 1212.

**Inset Button** 110 x 130 and 110 x 275 (prices on request).

**NB!** We can not run Flash format in the Newsletter.

## Online Advertising Rates

Format	Size, pixels	Rate/month/week (US\$)	Rotation	Shown at
Head-banner	468 x 60	US\$ 2273/568	1-4	All pages
Textbanner	700 x 50	US\$ 2121/530	1-4	All pages
Textbanner	700 x 90	US\$ 2879/719	1-4	All pages
Boom box	300 x 250	US\$ 3766/939	1-4	All editorial active pages
Right button, big	140 x 125	US\$ 1818/454	1-4	All editorial active pages
Right button, small	140 x 60	US\$1060/265	1-4	All editorial active pages
Inset button, big	110 x 275	US\$ 1969/492	1-4	All editorial active pages
Inset button, small	110 x 130	US\$ 1060/265	1-4	All editorial active pages
Left button	180 x 40	US\$ 1060/265	1-4	All editorial active pages

Other format, ask for price

## Discounts:

3 months – 6%

6 months – 12%

12 months – 18%

Or your contract discounts on print advertising.

## Advertise in our Product Database

(in Swedish only)

You may also be included in our comprehensive market surveys (product database) on the web. It is free of charge, but for a small fee, you can stand out a bit more with a link to your own website with additional information etc.

Your companies name in bold, your logo and link to your company website and E-mail address in the "Company map" costs US\$ 242/year. Add US\$ 166 a year and you get 200 words of

free text (searchable by visitors) describing your business and your products. It is also possible to book banners in the Product Database.

## Customer or event publications

We offer your company or organization the possibility to publicise upcoming conference or other events, with a separate insert in the publication. Contact the advertising department for more information.