



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. However we can accept wider banners up to a maximum 800 pixels wide by 60 pixels high for an additional cost. 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 (unless wider agreed) supplied as JPG, GIF (**animated GIF's are not supported**) or Flash (conforming to Flash 10)
- 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 or associated costs.

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 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 2012



	Order Deadline	Copy Deadline
January	5 December 2011	12 December 2011
February	12 January 2012	19 January 2012
March	16 February	23 February
April	15 March	22 March
May	12 April	19 April
June	17 May	24 May
July	14 June	21 June
August	12 July	19 July
September	16 August	23 August
October	13 September	20 September
November	18 October	25 October
December	15 November	22 November



	Order Deadline	Copy Deadline
January/February	21 December 2011	5 January 2012
March/April	1 March 2012	8 March
May/June	3 May	10 May
July/August	28 June	5 July
September/October	30 August	6 September
November/December	1 November	8 November



	Order Deadline	Copy Deadline
February/March	2 February	9 February
April/May	29 March	5 April
June/July	31 May	7 June
August/September	2 August	9 August
October/November	4 October	11 October
December/January	29 November	6 December