

archiseek.com

Ireland's leading online architecture publication



2010 Media Pack

Archiseek at a glance

Started 1996 as Archeire.com / Irish-architecture.com

Over 37,000 unique visitors per month

Largest Irish Architecture website

Email newsletter goes to over 4,000 opt-in subscribers

Huge name recognition amongst architects

Widely recognised outside Ireland as the resource on Irish architecture

Formats

Headline Banner

The most tradition of online adverts - alongside our logo in the header - 728 x 90 IMU - (Leaderboard).

Sidebar Slots

Our sidebar slots from 336 x 280 IMU - (Large Rectangle); 300x100 IMU - (3:1 Rectangle) to 125 x 125 IMU - (Square Button). IAB sizes.

Bottom Banners

Across the bottom of every page - requires a strong creative for maximum impact 728 x 90 IMU - (Leaderboard).

Forums

Each forum discussion page has three or more slots which we would suggest is a great opening for interesting creative - use all to attract the reader as they read down the page. All are 728 x 90 IMU.

Page Peel

This is one of the most exciting methods to promote your brand online. Your content sits behind the page to be accessed by users, teasing them to peel the page via a 'dog-ear'. Your creative could link easily to a research document, new product launch, or video product demonstration.

Email Newsletter

Our email newsletter on Irish architecture news is published on average 2-3 times per week, as news demands. It is received by almost 4,000 subscribers and is HTML based. This allows for the inclusion of images, flash animations etc as advertisements.

Total Immersion

For a three, six or twelve month period, all advertising on the site is yours - complete exclusivity - advertise different product lines at the same time. Huge impact guaranteed.

Rates

Web banners on our home page can be bought on a tenancy basis, we will have no more than 4 advertisers on the home page at any one time.

Web banners on all other pages are bought on a CPM (cost per mille) basis. CPM is the charge for every 1000 page impressions your banner receives which means you pay for your advert being seen a guaranteed number of times. There is a minimum order of 20,000 page impressions.

Ad Type	Home Page Tenancy
Top Banner 728x90	500e per month
Side Bar 336x280	600e per month
Side Bar 300 x100	300e per month
Bottom Banner 728x90	250e per month

Ad Type	Site Wide per thousand impressions
Top Banner 728x90	30e
Side Bar 336x280	40e
Side Bar 300 x100	15e
Bottom Banner 728x90	20e

Total Immersion

Price available on request and is very competitive. This requires timing while existing advertising campaigns complete.

Newsletters

Please contact us to discuss your needs.

Contact

To contact us about our advertising opportunities:

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