

timesofmalta.com Advertising Rates

Rates are per week and do not include VAT Applicable as from January 1, 2012



					NEW	NEW									
	Home	News	Promoted/ Online Articles	National News	Popular Stories	In Discussion	World News	Sport	Business	Comments	Blogs	Life	Classified	Careers	Services
Leaderboard Media size: 728 (w) x 90 (h) pixels • Maximum file size: 50KB • File format: gif, animated gif, swf, jpg.															
Banner	€175	€160	€160	€160	€160	€160	€140	€140	€140	€140	€140	€140	€140	€140	€140
Rectangular Banner Media size: 300 (w) x 250 (h) pir File format for commercial: flv. Banner 10 second commercial 20 second commercial	£185 €240 €310	m file size: 5 €175 €225 €285	0KB • File form €175 €225 €285	eat for banne €175 €225 €285	€175 €225 €285	d gif, swf, jpg; €175 €225 €285	€150 €195 €260	€150 €195 €260	€150 €195 €260	€150 €195 €270	€150 €195 €260	€150 €195 €260	€150 €195 €260	€150 €195 €260	€150 €195 €260
Full Banner Media size: 620 (w) x 75 (h) pixe Banner	els • Maximum N/A	n file size: 50 N/A	KB • File forma €140	at: gif, anima €140	ted gif, swf, jp N/A	g. N/A	€125	€125	€125	€125	€125	€125	€125	€125	€125
Skyscraper Media size: 120 (w) x 600 (h) pi: Banner	xels • Maximu €160	m file size: 5 €150	0KB • File form €150	at: gif, anima	ated gif, swf, j] €150	pg. €150	€115	€115	€115	€115	€115	€115	€115	€115	€115

Preroll

Media size: 620 (w) x 348 (h) pixels • Maximum file size: 1MB • File format: flv.

5 sec commercial 10 sec commercial €120 €200 Newsletter

Media size: 728 (w) x 90 (h) pixels \bullet Maximum file size: 50KB \bullet File format: gif, animated gif, jpg.

Banner

€110

Mobile

 $\label{eq:media} \begin{tabular}{ll} Media size: 300 (w) x 60 (h) pixels \bullet Maximum \\ file size: 10KB \bullet File format: gif, png, jpg. \\ \end{tabular}$

Banner

€75

Media Processing

Banner (banner creation or reformatting existing banner) €60

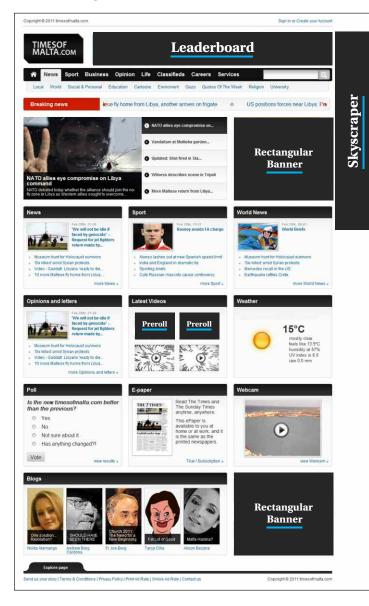
Booking Information

The above rates indicate a 10% occupancy of the advert location. Maximum exposure available is 100% in all banners apart from the top and bottom rectangular banners that have 200% available exposure. Occupancy refers to how frequently a given advert is displayed in a page or set of pages. For example, 100% occupancy of the leaderboard banner in the home page would

cost €1,750 + VAT per week. Alternatively, 20% occupancy of the same advert would cost €350 + VAT per week. Occupancy of any location is sold at a minimum of 10% with 10% increments thereafter. A 25% surcharge applies to increase the allowed file size by 50%. For example, a Leaderboard banner at 10% occupancy in the homepage would cost €218.75 + VAT per week.

timesofmalta.com ADVERTISING SPACE

Home Pages



Article Pages



Mobile



Terms & Conditions

- It is a condition of acceptance that Allied Newspapers Limited (ANL) does not give any guarantee of date of insertion or against error or omission of advertisements. Furthermore they do not accept liability for any loss or damage caused by an error or inaccuracy in the presentation of the advertisement.
- Any stipulation or conditions applying to an order must be incorporated within clearly written instructions to be approved by ANL.
- ANL reserves the right to refuse, cancel, omit or suspend any advertisements on order.
- All copy and/or media shall be subject to approval of ANL's Management.
- 5. All copy and/or artworks shall be delivered to our offices three

- working days prior to commencement of campaign.
- 6. The placing of an order or contract will be deemed an acceptance of these conditions and no stipulation or condition which conflicts with them will be deemed part of the order unless accepted by ANL in writing.
- 7. A fee of 10% will be charged on cancellation of an advert or insertion. A five working day notice must be given in writing for a said campaign to be cancelled.
- 8. ANL reserves the right to adjust its advertising rates at any time during the course of the year, even of those advertisements on order (ie: of which booking has already been received). In such case/s, advance notice will be given to the client.
- 9. All prices quoted are weekly rates and do not include VAT.