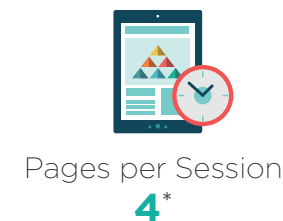


# Digital Advertising MEDIA KIT

**TIMES OF MALTA**

WWW.TIMESOFMALTA.COM

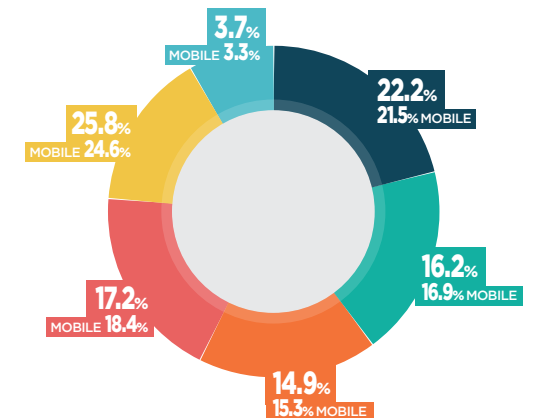
## Key daily figures



\*Includes mobile data

## Age

	MOBILE SITE	MAIN SITE
35-44	24.6%	25.8%
25-34	21.5%	22.2%
65+	18.4%	17.2%
55-64	16.9%	16.2%
45-54	15.3%	14.9%
18-24	3.3%	3.7%



## Gender



# Advertising Rates

Rates are per week and do not include VAT. Applicable as from January 2, 2017.

## Banners

Home News Top Five Stories 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, jpg, png.

Banner	€265	€185	€185	€185	€185	€185	€115	€115	€115	€115	€115	€115	€115	€115	€115
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**RECTANGULAR BANNER** Media size: 300 (w) x 250 (h) pixels • Maximum file size: 50KB • File format for banner: gif, animated gif, jpg, png. File format for commercial: ogv\*.

Banner	€285	€200	€200	€200	€200	€200	€125	€125	€125	€125	€125	€125	€125	€125	€125
10 second commercial	N/A	€260	N/A	€260	€260	€260	€215	€215	€215	€215	€215	€215	€215	€215	€215
20 second commercial	N/A	€330	N/A	€330	€330	€330	€285	€285	€285	€285	€285	€285	€285	€285	€285

**FULL BANNER** Media size: 620 (w) x 75 (h) pixels • Maximum file size: 50KB • File format: gif, animated gif, jpg, png.

Banner	N/A	N/A	€155	€155	N/A	N/A	€105	€105	€105	€105	€105	€105	€105	€105	€105
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**SKYSCRAPER** Media size: 120 (w) x 600 (h) pixels • Maximum file size: 50KB • File format: gif, animated gif, jpg, png.

Banner	€210	€175	€175	€175	€175	€175	€95	€95	€95	€95	€95	€95	€95	€95	€95
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**MOBILE WEB BANNER** Media size: 300 (w) x 250 (h) pixels • Maximum file size: 25KB • File format: gif, animated gif, jpg, png.

Banner	€185	N/A	€150	€125	N/A	N/A	€95	€95	€95	N/A	€95	N/A	€95	€95	N/A
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\*html5 banner. Placement tag is required

### PREROLL

Media size: 620 (w) x 348 (h) pixels • Maximum file size: 1MB • File format: MPEG4.

5 sec commercial	€130
10 sec commercial	€220

### SKINS

Main site starts at €1,050\*

Mobile site starts at €950\*

(100% occupancy. Prices vary per section. The prices quoted above reflect the lowest option available.)

### WIDGETS

Available zones: In every section and/or sub-section of the website for 12 months.

Section starts at €8,500 (100% occupancy)

Sub-section starts at €4,000 (100% occupancy)

### NEWSLETTER

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

Banner €110 per day

### OVERLAYS

A pop-up at article stage for 24 hours filtered by IP for maximum impact.

24 hours €2,500

## 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 €2,650 + VAT per week. Alternatively, 20% occupancy of the same advert would cost €530 + 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 home page would cost €330 + VAT per week.

## MEDIA PROCESSING

Banner (banner creation or reformatting existing banner) €60

Html5 banner with no placement tag €90

## Advertising Space



# TIMES MALTA

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## Terms & Conditions

1. 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.
2. Any stipulation or conditions applying to an order must be incorporated within clearly written instructions to be approved by ANL.
3. ANL reserves the right to refuse, cancel, omit or suspend any advertisements on order.
4. 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 advertisement 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 (i.e.: 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.

For advertisement bookings, contact Rene Magri on 2276 4334  
e-mail: [rene.magri@timesofmalta.com](mailto:rene.magri@timesofmalta.com)