

VERKSTÄDERNA

Become a member at Verkstäderna

As a member your company reach out directly to your target group and you can establish new contacts within the branch.

Benefits as a member

- ✓ Log-in to all the functions on the portal
- ✓ Increased online visibility with a complete company profile, link to your website, etc.
- ✓ Your news directly to your target group in the section "News from Members"
- ✓ Place job adverts for free
- ✓ Inform about events and courses
- ✓ Advertise at member prices
- ✓ Complete your posts with photos, videos, etc.
- ✓ Free posts of ads on machines, products and services under the heading "Buy and Sell"

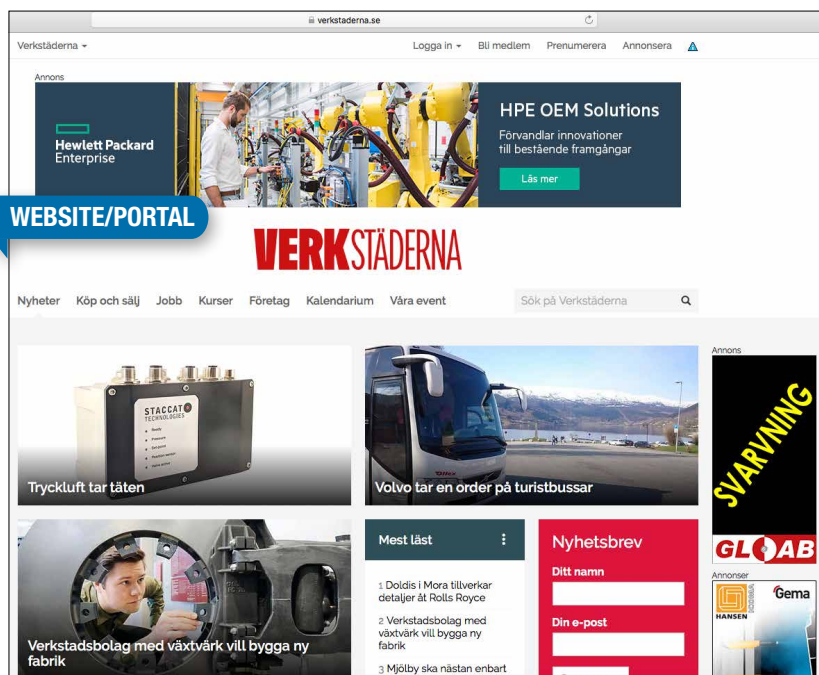


Membership SEK 11.800/year

Membership on the portal Metal Supply is included. All advertising on the website is published on both Verkstäderna and Metal Supply.

MEMBERSHIP

BUSINESS PORTAL - Advertising, company news etc.



Publicera nyhet

Data

Kontaktperson (valfr)

Välj den person i ditt företag som ska fungera som kontaktperson. Personen kommer bland annat att få nyhet. Om den önskade personen inte finns med på listan måste du först lägga till en ny kontakt i ditt företags kontaktlista.

Publish company news

Inlägg

Publicerad

2018-09-13 (ÅÅÅÅ-mm-dd)

Kategori

☐ Bra att veta
☐ Energibesparingar
☐ Eventering
☐ Maskiner
☐ Nya butiker
☐ Nytt om namn
☐ Produktnyheter
☐ Projekt
☐ Övriga nyheter

Filer

Tips: Inlägg med bilder ses i genomsnitt mer än dubbelt så många gånger som inlägg utan bilder.

Template

Bilder (valfr)

Välj fil - Ingen fil vald
 JPG, PNG, GIF - Max 5 mB per fil
 Du kan ladda upp max 20 bilder.

Kataloger mm. (valfr)

Välj fil - Ingen fil vald
 PDF, DOC, ZIP - Max 10 mB per fil
 Du kan ladda upp max 5 kataloger.

Video (valfr)

http://
 Ange länken till en YouTube/Vimeo video som visas tillsammans med ditt inlägg.

Text

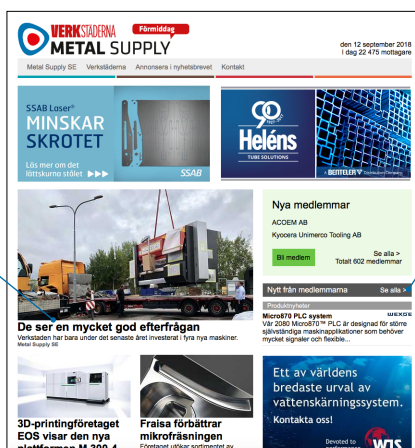
Överskrift

Resumé

Beskrivning

NEWS FROM THE MEMBERS

NEWS FROM THE EDITORS



NEWSLETTER

- the industry's news by mail

Publicera nyhet

Överskrift	Publicerad	Antal klick	Portal	
Constructor lanserar appen RackCheck	2018-sep-12	113	Metal Supply SE Food Supply SE Building Supply SE Entreprenad Verkstäderna	Redigera Ta bort
Plockstationer & Lean Ställage TRILOGI	2018-jun-15	909	Metal Supply SE Food Supply SE Building Supply SE Entreprenad Verkstäderna	Redigera Ta bort
Nytt namn förstärker positionen som ledande förvaringsproducent	2018-mar-19	804	Metal Supply SE Food Supply SE Building Supply SE Entreprenad Verkstäderna	Redigera Ta bort
Automatisering för E-handel	2018-mar-16	1981	Metal Supply SE Food Supply SE Building Supply SE Entreprenad Verkstäderna	Redigera Ta bort
Begagnad IPN Paternoster till salu			Verkstäderna Verkstäderna	
El-teknikrad TENNIKER	2018-feb-07	2866	Metal Supply SE Food Supply SE Building Supply SE Entreprenad Verkstäderna	Redigera Ta bort

See the number of views

Your possibilities General information



You have the possibility to appear with banners on the portal and with ads in our newsletter sent to decision makers in the industry.

Our site is responsive and banners adapt to the screen they are displayed on. Html and script banners should be adapted to responsive viewing.

Design of the ads are included in the price (one proof, then SEK 1.000 per started hour)

Banners and adverts are linked to your homepage. If you want another link, attach it when you send your material.

Member package

6 months side banner on web

2 middle adverts in newsletter

2 bottom adverts in newsletter

1 year membership

SEK 30.000

All banners are sharing their spot with up to three others, except sticky banner that are sharing it's spot with up to two others. Rotation is executed after page reload.

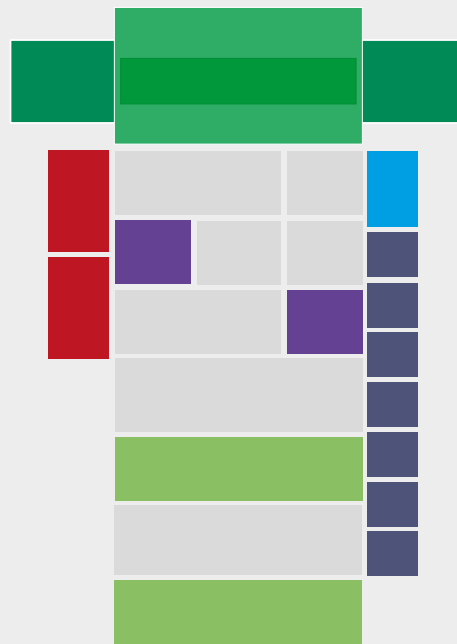
Animated banners:

Animations should keep within 20 seconds.

File types: Static: jpg - Animated: gif, Html (zip-file), Script

ADVERTISING ON THE WEBSITE

Front page



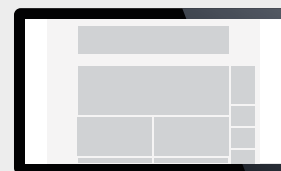
Top banner
930x180 pixlar



Billboard
980x540 pixlar



Top banner Full Size
1800x450 pixlar



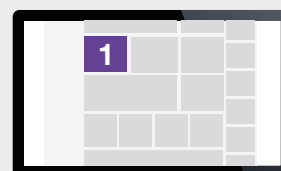
Sticky Banner
240x400 pixlar



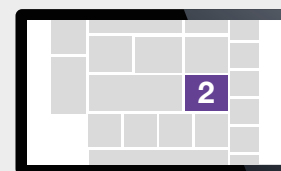
Corner banner
200x300 pixlar



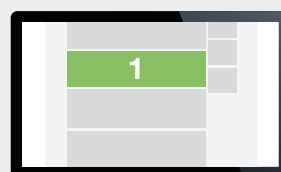
Side banner
200x175 pixlar



Campaign banner 1*
- Frontpage 300x250 pixlar



Campaign banner 2**
- Frontpage 300x250 pixlar



Mega banner - Frontpage
930x250 pixlar

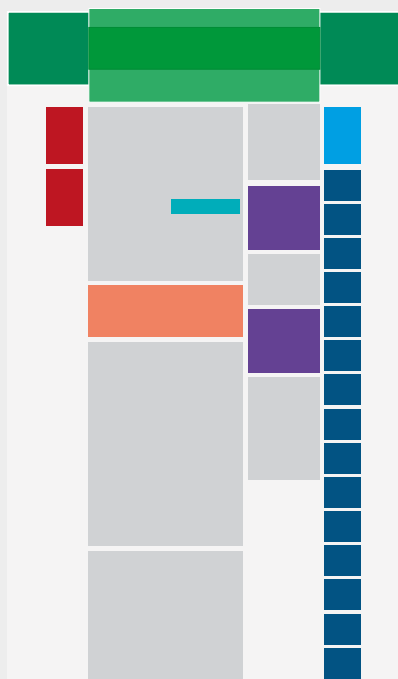


Mega banner - Startsidan
930x250 pixlar

* When you buy ad slot no 1 you will also be visible at ad slot no 3, further down on the page

** When you buy ad slot no 2 you will also be visible at ad slot no 4, further down on the page

Article page



Top banner
930x180 px



Billboard
980x540 px



Top banner Full Size
1800x450 px



Sticky banner
240x400 px



Corner banner
200x300 px



Side banner
200x175 px



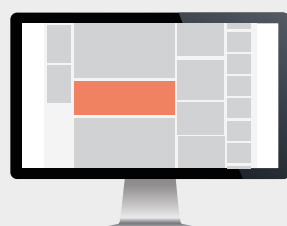
Campaign banner
Article page
300x250 px



Campaign banner
Article page
300x250 px



Article banner text
300x60 px



Inread article banner
660x200 px

* Sticky, corner banner and side banner are only readable on desktop.

Banner specifications

Prices for members per month

Top banner

Static or animated, max 70 Kb

Article page **28.175 SEK**

Front page + all other pages **28.175 SEK**

Billboard

Static or animated, max 150 Kb

Article page **39.675 SEK**

Front page + all other pages **39.675 SEK**

Top banner Full Size

Static, max 250 Kb

Article page **45.425 SEK**

Front page + all other pages **45.425 SEK**

Sticky banner

Static or animated, max 90 Kb

Article page **20.125 SEK**

Front page + all other pages **20.125 SEK**

Corner banner

Static or animated, max 70 Kb.

Article page **13.225 SEK**

Front page + all other pages **13.225 SEK**

Side banner

Static or animated, max 40 Kb

Article page **3.750 SEK**

Front page + all other pages **3.750 SEK**

Campaign banner pos 1

Static or animated, max 75 Kb

Front page **20.125 SEK**

Article page **15.800 SEK**

Campaign banner pos 2

Static or animated, max 75 Kb

Front page **11.500 SEK**

Article page **10.750 SEK**

Giga banner pos 1

Static or animated, max 150 Kb

Front page **27.725 SEK**

Giga banner pos 2

Static or animated, max 150 Kb

Front page **11.500 SEK**

Article banner text

Static, max 20 Kb

Article page **25.400 SEK**

Inread article banner

Static or animated, max 100 Kb

Article page **11.500 SEK**

ADVERTISING IN THE NEWSLETTER

The newsletter is sent by mail and contains relevant industry news.

Newsletter

STREAMER 820x28 px

TOP ADVERT LEFT 400x200 px	TOP ADVERT RIGHT 400x200 px
MIDDLE ADVERT LEFT 400x200 px	MIDDLE ADVERT RIGHT 400x200 px
BOTTOM ADVERT LEFT 400x200 px	BOTTOM ADVERT RIGHT 400x200 px

Streamer

Price per week **SEK 14.950**

Top advert

Price per mailing **SEK 5.750**

Top advert Full size

Price per mailing **SEK 12.000**

Middle advert

Price per mailing **SEK 4.600**

Middle advert Full size

Price per mailing **SEK 9.200**

Bottom advert

Price per mailing **SEK 2.875**

Bottom advert Full size

Price per mailing **SEK 5.750**

Material: Static advert

File types: Jpg, gif or png

Size: Max 50 kb

Prices for members.

Newsletter

TOP ADVERT FULL SIZE
820x200 px

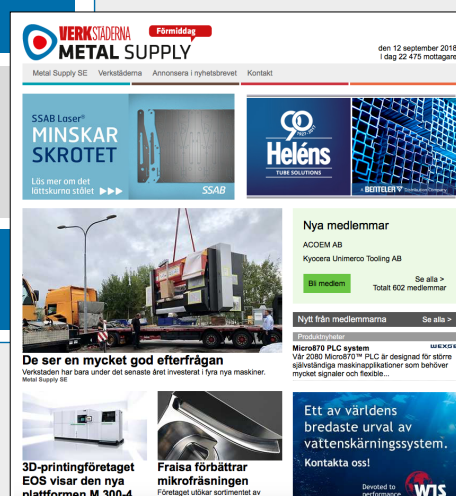
MIDDLE ADVERT FULL SIZE
820x200 px

BOTTOM ADVERT FULL SIZE
820x200 px

Sponsored article

SEK 15.000/week

Native advertisement (sponsored article) will be published in one newsletter the booked week.



Verkstäderna is the network that meets the engineering industry's need for a continuous reporting on developments in manufacturing: machinery, materials, methods and people.

The readers have influence over the company's purchases in:

- Machine equipment
- Mechanical engineering
- Tools
- Automation
- Production logistic, management
- Joining technology, welding, gluing, soldering

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