

# DagensHandel

Become a member at Dagens Handel

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 8.800 SEK/year

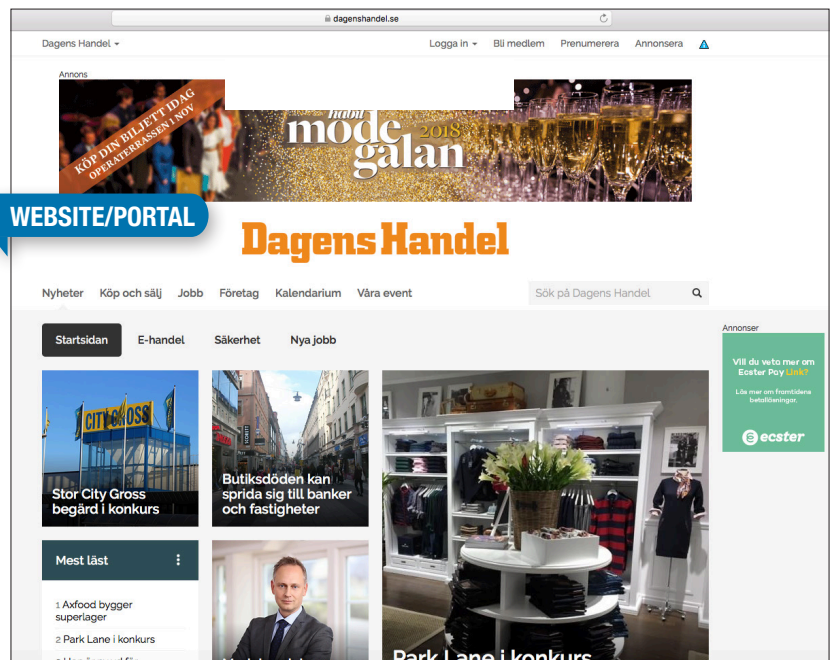
## NEWS FROM THE EDITORS



**NEWSLETTER**  
- the industry's news by mail

# MEMBERSHIP

**BUSINESS PORTAL - Advertising, company news etc.**



## Publish company news

Publicera nyhet

Data

Kontaktperson (Valfr)

Välj den person i ditt företag som ska fungera som kontaktperson. Personen kommer bland annat att få...  
 (dropdown menu)

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)

JPG, PNG, GIF... Max 5 mb per fil.  
 Du kan ladda upp max 20 bilder.

Kataloger mm. (Valfr)

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

Era nyheter

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 TRILLOG	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	814	Metal Supply SE Food Supply SE Building Supply SE Entreprenad Verkstäderna	Redigera Ta bort
Automatisering för E-handel	2018-mar-15	1981	Metal Supply SE Food Supply SE Building Supply SE Entreprenad Verkstäderna	Redigera Ta bort
Begagnad IPN Paternoster till salu			Verkstäderna	
El-teknikad 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.

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

## Member package

12 months side banner on web

1 top advert in newsletter

2 middle adverts in newsletter

2 bottom adverts in newsletter

1 year membership

**20.000 SEK**

All banners are sharing their spot with up to three others, except title banner and content banner that are alone and sticky banner that are sharing their spot with up to two others. Rotation is executed after page reload.

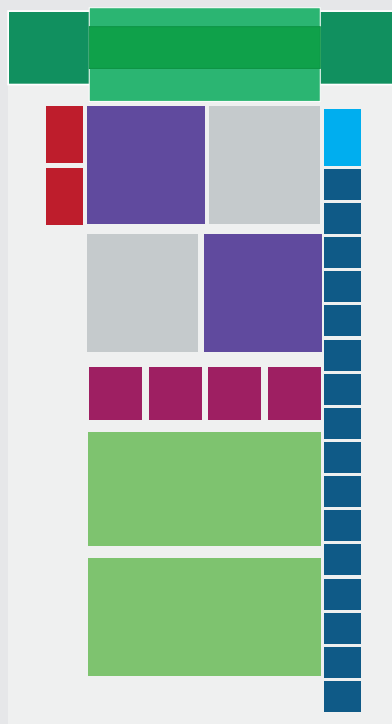
### Animated banners:

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 px



Billboard  
980x540 px



Top banner Full Size  
1800x450 px



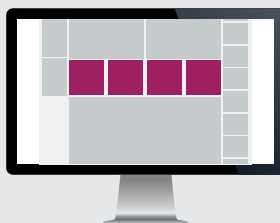
Sticky banner  
240x400 ppx



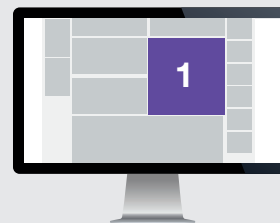
Corner banner  
200x300 px



Side banner  
200x175 px



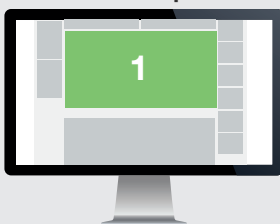
Content banner - Front page  
230x230 px



Campaign banner - Front page  
480x480 px



Campaign banner - Front page  
480x480 px

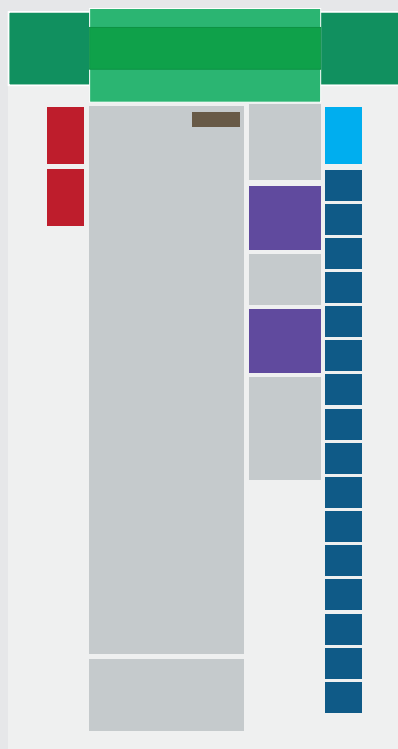


Giga banner - Front page  
980x480 px



Giga banner - Front page  
980x480 px

## Article page



**Top banner**  
930x180 px



**Billboard**  
980x540 px



**Top banner Full Size**  
1800x450 px



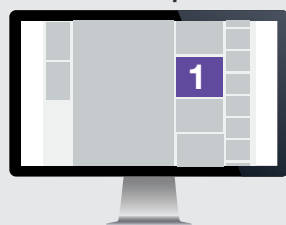
**Sticky banner**  
240x400 px



**Corner banner**  
200x300 px



**Side banner**  
200x175 px



**Campaign banner**  
Article page  
300x250 px



**Campaign banner**  
Article page  
300x250 px



**Title banner**  
Article page  
200x60 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 **12.000 SEK**

Front page + all other pages **12.000 SEK**

#### Billboard

Static or animated, max 150 Kb

Article page **25.500 SEK**

Front page + all other pages **25.500 SEK**

#### Top banner Full Size

Static, max 250 Kb

Article page **29.500 SEK**

Front page + all other pages **29.500 SEK**

#### Sticky banner

Static or animated, max 90 Kb

Article page **10.000 SEK**

Front page + all other pages **10.000 SEK**

#### Corner banner

Static or animated, max 70 Kb.

Article page **6.500 SEK**

Front page + all other pages **6.500 SEK**

#### Side banner

Static or animated, max 40 Kb

Article page **2.000 SEK**

Front page + all other pages **2.000 SEK**

#### Content banner – Front page

Static, max 55 Kb

Front page **3.750 SEK**

#### Campaign banner pos 1

Static or animated, max 75 Kb

Front page 480x480 px **9.500 SEK**

Article page 300x250 px **7.750 SEK**

Other pages 300x250 px **3.900 SEK**

#### Campaign banner pos 2

Static or animated, max 75 Kb

Front page 480x480 px **8.800 SEK**

Article page 300x250 px **6.200 SEK**

Other pages 300x250 px **3.000 SEK**

#### Giga banner pos 1

Static or animated, max 150 Kb

Front page **12.000 SEK**

#### Giga banner pos 2

Static or animated, max 150 Kb

Front page **8.500 SEK**

#### Title banner – Article page

Static, max 20 Kb

Article page **13.000 SEK**

# ADVERTISING IN THE NEWSLETTER

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

**Newsletter**

STREAMER 820x28 px

<b>TOP ADVERT</b> LEFT 400x200 px	<b>TOP ADVERT</b> RIGHT 400x200 px
<b>MIDDLE ADVERT</b> LEFT 400x200 px	<b>MIDDLE ADVERT</b> RIGHT 400x200 px
<b>BOTTOM ADVERT</b> LEFT 400x200 px	<b>BOTTOM ADVERT</b> RIGHT 400x200 px

**Newsletter**

<b>TOP ADVERT FULL SIZE</b> 820x200 px
<b>MIDDLE ADVERT FULL SIZE</b> 820x200 px
<b>BOTTOM ADVERT FULL SIZE</b> 820x200 px

## Sponsored article

15.000 SEK/week

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

## Streamer

Price per week **SEK 7.500**

## Top advert

Price per mailing **SEK 3.000**

## Top advert Full size

Price per mailing **SEK 6.000**

## Middle advert

Price per mailing **SEK 2.000**

## Middle advert Full size

Price per mailing **SEK 4.000**

## Bottom advert

Price per mailing **SEK 2.000**

## Bottom advert Full size

Price per mailing **SEK 4.000**

Material: Static advert

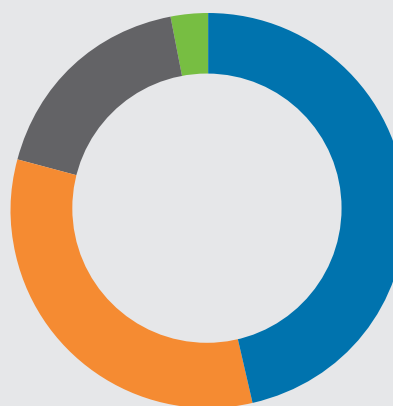
File types: Jpg, gif or png

Size: Max 50 kb

**Prices for members.**



**The allocation of readers of the newsletter - compared to the business:**



- Store
- Chain store
- Supplier
- Organisation