

# PLAST FORUM

Become a member at Plastforum.se

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 14.720/year

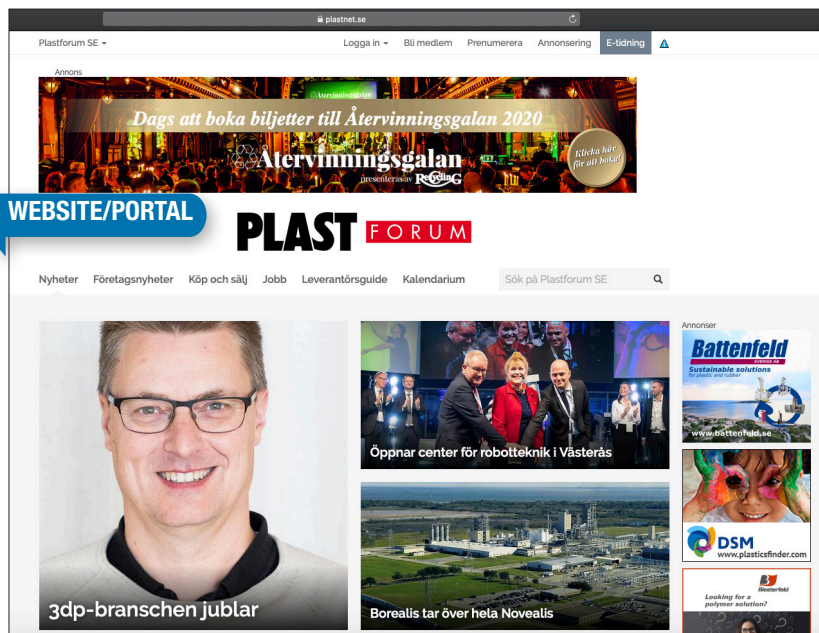
## NEWS FROM THE EDITORS



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

# MEMBERSHIP

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



Medlemspanel / Era nyheter / Publicera nyhet

## 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 gå in på "Användare" och lägga till den personen.

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

Medlemspanel / Era nyheter

Era nyheter

Publicera nyhet

Sortera efter Senaste

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 TRILLOIG

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

Redigera Ta bort

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

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

12 months side banner on web

1 top advert in newsletter

2 middle adverts in newsletter

2 bottom adverts in newsletter

1 year membership

**SEK 22.770**

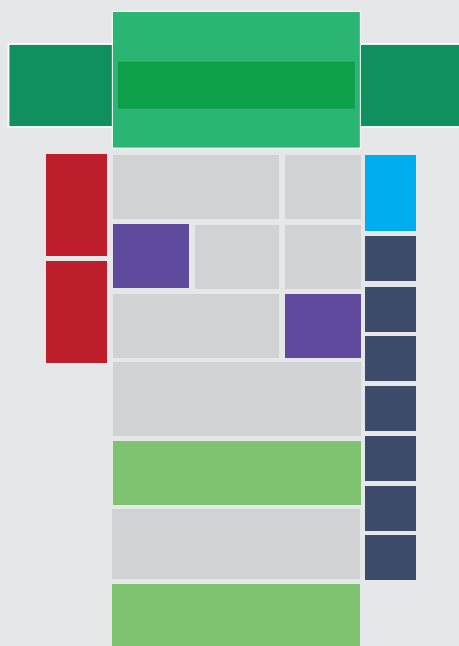
All banners are sharing their spot with up to three others, except sticky banner that are sharing it's spot with up to two others. Rotation is executed after page reload.

**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



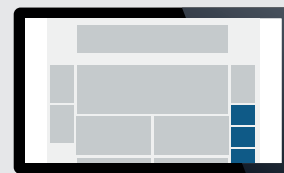
**Top banner Full Size**  
1800x450 pixlar



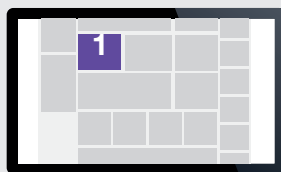
**Sticky Banner**  
240x400 pixlar



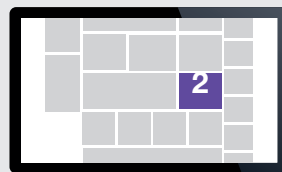
**Corner banner**  
200x300 pixlar



**Side banner**  
200x175 pixlar



**Campaign banner 1\***  
- Frontpage 300x250 pixlar



**Campaign banner 2\*\***  
- Frontpage 300x250 pixlar



**Mega banner - Frontpage**  
930x250 pixlar

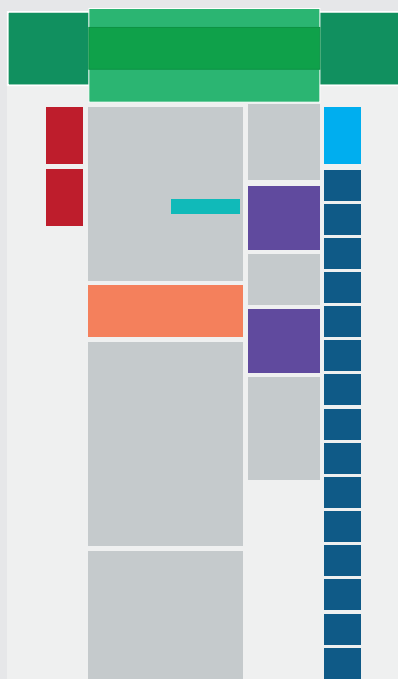


**Mega banner - Startsidan**  
930x250 pixlar

\* 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



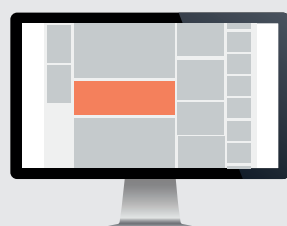
Campaign banner  
Article page  
300x250 px



Campaign banner  
Article page  
300x250 px



Titlebanner  
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 9.000 SEK

Front page + all other pages 9.000 SEK

### Billboard

Static or animated, max 150 Kb

Article page 17.000 SEK

Front page + all other pages 17.000 SEK

### Top banner Full Size

Static, max 250 Kb

Article page 19.750 SEK

Front page + all other pages 19.750 SEK

### Sticky banner

Static or animated, max 90 Kb

Article page 7.500 SEK

Front page + all other pages 7.500 SEK

### Corner banner

Static or animated, max 70 Kb.

Article page 4.750 SEK

Front page + all other pages 4.750 SEK

### Side banner

Static or animated, max 40 Kb

Article page 1.400 SEK

Front page + all other pages 1.400 SEK

### Campaign banner pos 1

Static or animated, max 75 Kb

Front page 7.250 SEK

Article page 5.000 SEK

### Campaign banner pos 2

Static or animated, max 75 Kb

Front page 8.800 SEK

Article page 6.200 SEK

### Giga banner pos 1

Static or animated, max 150 Kb

Front page 9.000 SEK

### Giga banner pos 2

Static or animated, max 150 Kb

Front page 5.000 SEK

### Titlebanner

Static, max 20 Kb

Article page 9.500 SEK

### Inread article banner

Static or animated, max 100 Kb

Article page 9.500 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

## Newsletter

TOP ADVERT FULL SIZE  
820x200 px

MIDDLE ADVERT FULL SIZE  
820x200 px

BOTTOM ADVERT FULL SIZE  
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 5.000**

## Top advert

Price per mailing **SEK 2.100**

## Top advert Full size

Price per mailing **SEK 4.000**

## Middle advert

Price per mailing **SEK 1.600**

## Middle advert Full size

Price per mailing **SEK 4.000**

## Bottom advert

Price per mailing **SEK 1.050**

## 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.



Plastforum is the meeting point for the plastics and rubber industry in Sweden/Scandinavia.

We focus on industry - from the manufacture of plastic raw materials for the production of plastic products, which also involves the monitoring of areas such as plastic and rubber processing machines and manufacturing of molds.

We keep the readers informed about the latest trends, important news and changes and the most relevant conferences and events. Our readers are mainly in the plastic, rubber and composite industry, its suppliers and industry that purchase plastic, rubber and composite products. Most of our readers have a decision making position as CEO, Marketing Manager, Technical Manager, R&D Manager, Purchaser, Production Manager.