

 METAL SUPPLY

 Nordiske Medier

**VERK**  
STÄDERNA

**DIGITAL PRESENCE**

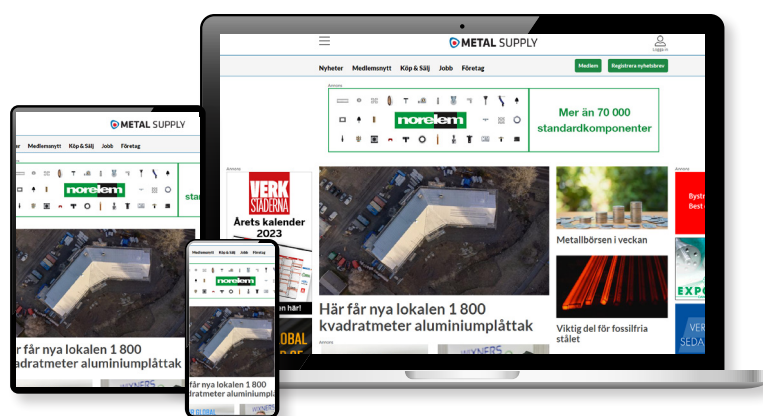
# Become a member of Metal Supply & Verkstäderna

With a membership with us, your business reaches the right target group and you can create new contacts within the industry.

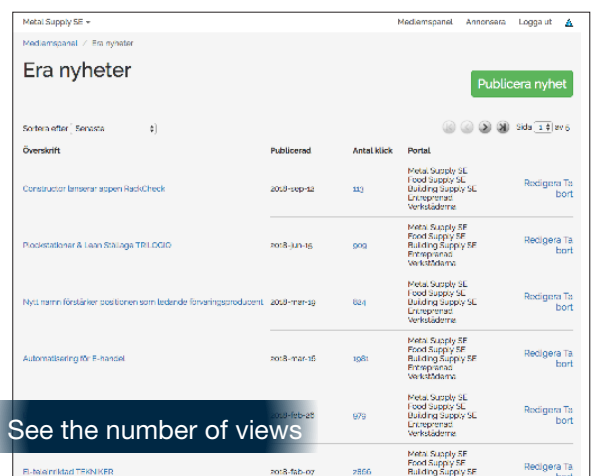
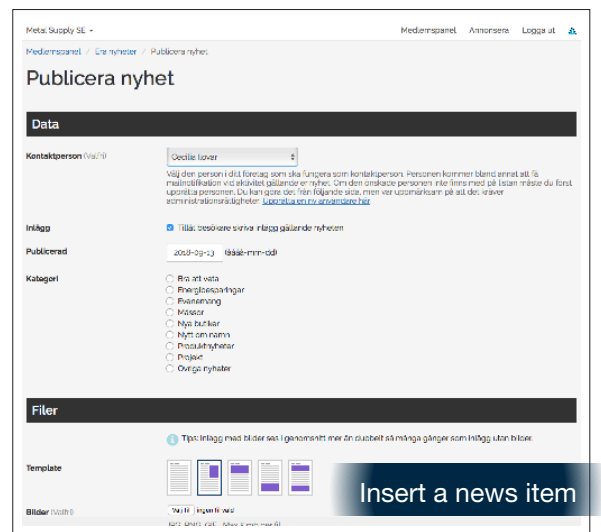
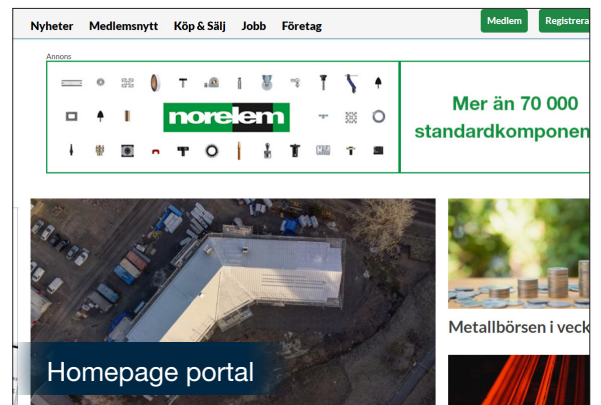
## Member benefits

- ✓ Log-in to all functions on the portal
- ✓ Increased online visibility through a complete company profile, link to your website, etc.
- ✓ Publish your own news directly to your target group under the heading "News from the members"
- ✓ Free posting of job ads
- ✓ Present courses and trade participation
- ✓ Advertise at member rates
- ✓ Complete your posts with pictures, videos, etc.
- ✓ Free posting of advertisements on machines, products and services under the heading "Buy and sell"
- ✓ Access to locked editorial material

12 800 SEK/year



The membership and all booked advertising is published on both portals, Verkstäderna and Metal Supply.



# Your possibilities

## General information

You have the opportunity to be seen with banners on the portal and with advertisements in our newsletter which is sent out to decision makers in the industry.

Our sites are responsive, which means that they adapt to the screen they are displayed on. Html and script banners must be adapted to responsive display. Remember that the ad must be legible even when viewed on a mobile screen.

Advertisements and banners are linked to your website, it is also fine to attach another link when you submit your material.

**We offer beneficial advertising packages which includes membership.**

## Contact us!

Our sales department is here if you want to know more.

**Mats Irstam**

Phone: +46 73-682 53 07 | mats.irstam@nordiskemedier.se

**Daniel Hamp**

Phone: +46 76-049 70 73 | dh@nordiskemedier.se

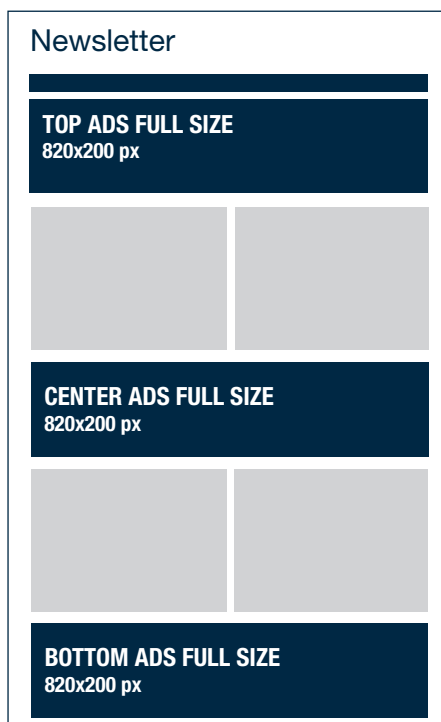
**Magnus Wrigert**

Phone: +46 73-682 53 37 | magnus.wrigert@nordiskemedier.se

**Kristina Fredriksson**

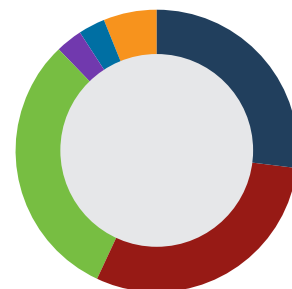
Phone: 070-765 44 67 | kristina.fredriksson@nordiskemedier.se

## Advertising in the newsletter



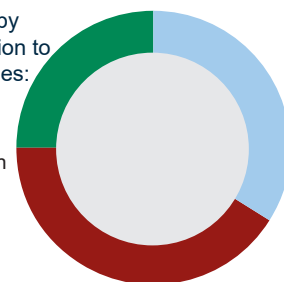
Distribution of readers of the newsletter – in relation to business:

- Supplier
- Lego manufacturing
- Purchasing operations
- Commodity producers
- Plastic industry
- Advisor



Distribution of readers by the newsletter - in relation to position at the companies:

- CEO/board
- Purchasing/production
- Sale

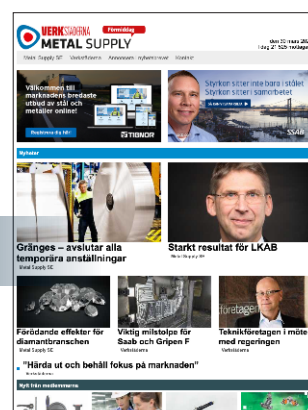


<b>Streamer</b> 820x28 px, static, max 50 kb. Price per week .....	15 850 SEK
<b>Top ads Full Size</b> 820x200 px, static, max 50 kb.....	12 700 SEK
<b>Top ads</b> 400x200 px, static, max 50 kb .....	6 100 SEK
<b>Center ads</b> 400x200 px, static, max 50 kb .....	5 900 SEK
<b>Bottom ads</b> 400x200 px, static, max 50 kb.....	3 050 SEK

**Sponsored content 15.000 SEK/week**

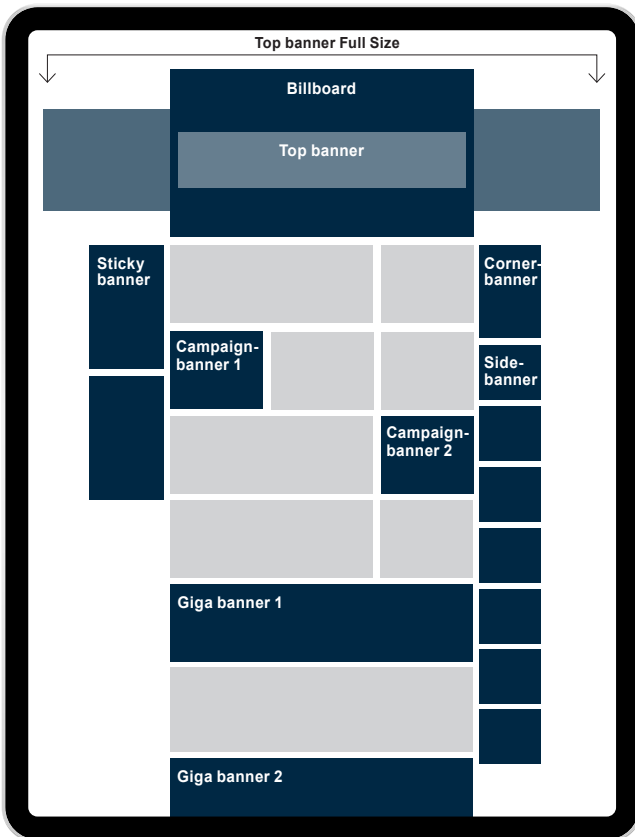
### Native ad

(Sponsored content) will be included in a newsletter during booked week.



# Advertising on the website

## Start page, prices for members/month



<b>Top banner Full Size</b> 1800x450 px, static, max 250 kb .....	48 150 SEK
<b>Billboard</b> 980x540 px, static or animated, max 150 kb .....	42 050 SEK
<b>Top banner</b> 930x180 px, static or animated, max 70 kb .....	29 050 SEK
<b>Sticky banner</b> 240x400 px, static or animated, max 90 kb .....	21 350 SEK
<b>Corner banner</b> 200x300 px, static or animated, max 70 kb .....	14 000 SEK
<b>Side banner</b> 200x175 px, static or animated, max 40 kb .....	3 975 SEK
<b>Campaign banner 1*</b> 300x250 px, static or animated, max 70 kb ...	21 350 SEK
<b>Campaign banner 2**</b> 300x250 px, static or animated, max 70 kb ..	12 200 SEK
<b>Giga banner 1</b> 930x250 px, static or animated, max 70 kb .....	29 400 SEK
<b>Giga banner 2</b> 930x250 px, static or animated, max 70 kb .....	12 200 SEK

\* 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.

### File types

Static jpg, animated gif, Html (zip file with all material), script animations should keep within 20 seconds.

Designing advertisements is included in the price (one proof reading, then SEK 1,000 per started hour).

Sticky, corner banner and side banner are only displayed on desktop.

<b>Top banner Full Size</b> 1800x450 px, static, max 250 kb .....	48 150 SEK
<b>Billboard</b> 980x540 px, static or animated, max 150 kb .....	42 000 SEK
<b>Top banner</b> 930x180 px, static or animated, max 70 kb .....	29 850 SEK
<b>Sticky banner</b> 240x400 px, static or animated, max 90 kb .....	21 350 SEK
<b>Corner banner</b> 200x300 px, static or animated, max 70 kb .....	14 000 SEK
<b>Side banner</b> 200x175 px, static or animated, max 40 kb .....	3 975 SEK
<b>Campaign banner 1</b> 300x250 px, static or animated, max 75 kb .....	21 350 SEK
<b>Campaign banner 2</b> 300x250 px, static or animated, max 75 kb .....	12 200 SEK
<b>Titel banner</b> 300x60 px, static, max 20 kb .....	26 900 SEK
<b>Article banner</b> 660x200 px, static or animated, max 100 kb .....	12 200 SEK

### File types

Static jpg, animated gif, Html (zip file with all material), script animations should keep within 20 seconds.

Designing advertisements is included in the price (one proof reading, then SEK 1,000 per started hour).

Sticky, corner banner and side banner are only displayed on desktop.

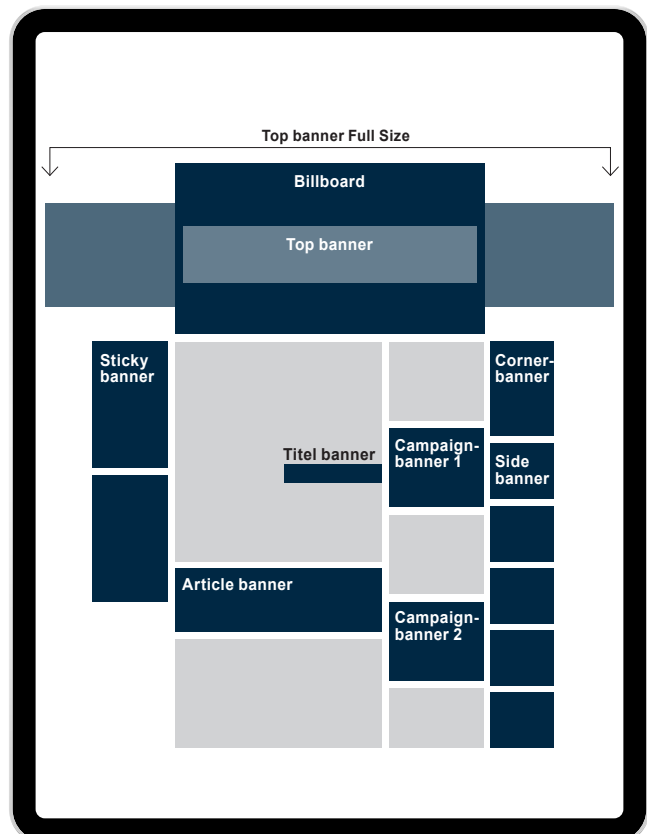
**OBS:** Banners on the portal share space with up to three others. Except sticky banner that shares space with up to two others. Banners rotate on page change.

### Animated banners

The animation should stay within 20 seconds.

File types: Static: jpg - Animated: gif, Html (zip with all material), Script.

## Article page, prices for members/month



# Membership package

We offer beneficial packages for you who become a member. In addition to a year's membership, you also get banners on the portal and advertisements in the newsletter

VERK  
STÄDERNA

METAL SUPPLY

## SMALL

6 months side banner on the portal  
2 center ads in the newsletter  
2 bottom ads in the newsletter  
1 year membership

**Price: 36.000 SEK**

## MEDIUM

1 month top banner on the portal  
10 months side banner on the portal  
2 top ads in the newsletter  
2 center ads in the newsletter  
2 bottom ads in the newsletter  
1 year membership

**Price: 66.000 SEK**

## LARGE

3 months top banner on the portal  
9 months side banner on the portal  
5 top ads in the newsletter  
5 center ads in the newsletter  
5 bottom ads in the newsletter  
1 year membership

**Price: 114.000 SEK**



All booked advertising on the portal is published on both Metal Supply and the sister portal Verkstäderna.