

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"

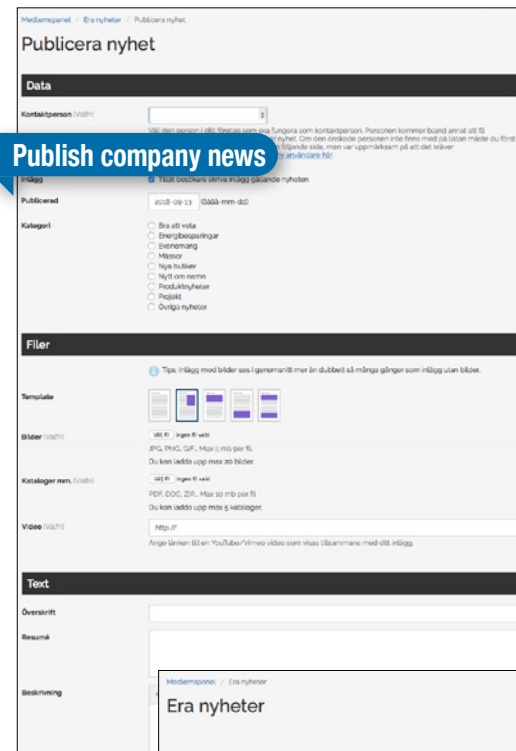
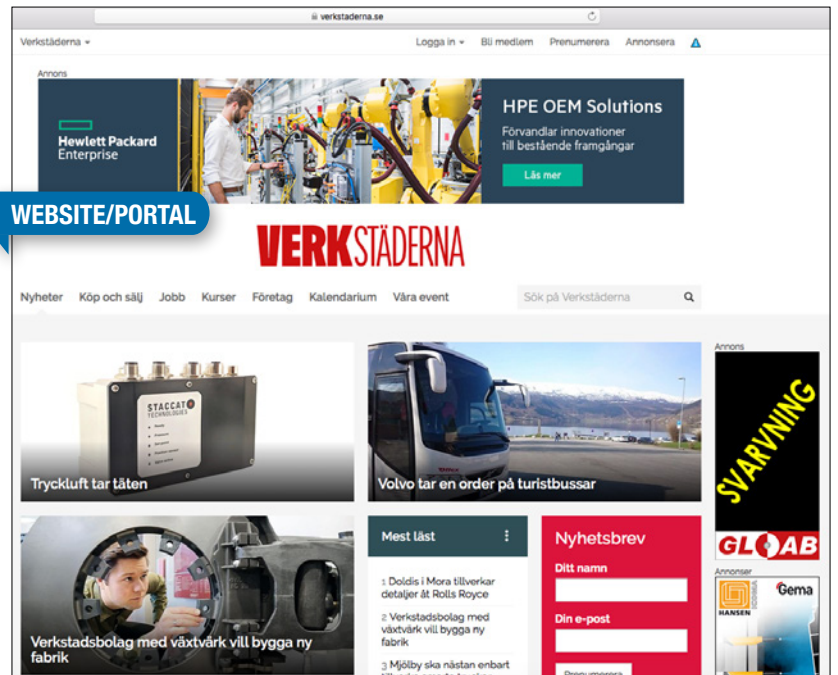


Membership SEK 10.800/year

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.



NEWS FROM THE MEMBERS

NEWS FROM THE EDITORS



NEWSLETTER
- the industry's news by mail

Överskrift	Publicerad	Antal klick	Portal
Constructor lanserar sopsen RackCheck	2018-09-12	113	Metal Supply SE Food Supply SE Building Supply SE Environmetal Verkstäderna
Produktions- & Lean Ställage TRILOGO	2018-09-16	970	Metal Supply SE Food Supply SE Building Supply SE Environmetal Verkstäderna
Nytt namn förklarar positionen som ledande förningsproducent	2018-09-19	844	Metal Supply SE Food Supply SE Building Supply SE Environmetal Verkstäderna
Automatisering för E-handel	2018-09-18	1978	Metal Supply SE Food Supply SE Building Supply SE Environmetal Verkstäderna
Regelgrad IPN Relämoder 18 serie			Verkstäderna Verkstäderna
El-teknisk tidnings	2018-09-07	2886	Metal Supply SE Food Supply SE Building Supply SE Environmetal Verkstäderna

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 28.000

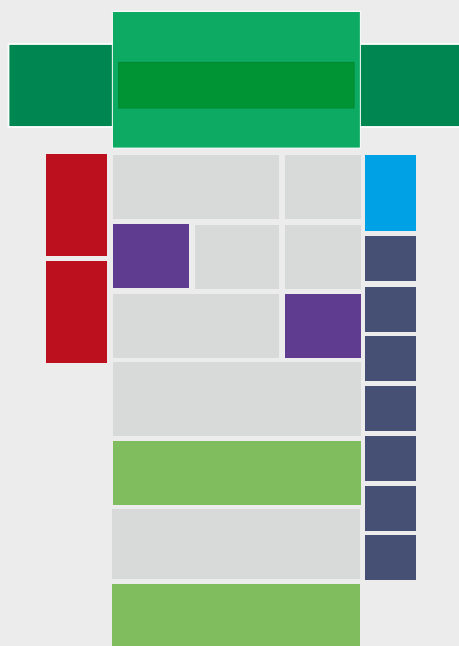
All banners are sharing their spot with up to three others, except sticky banner that are sharing it's spot with up to two others. Rotation is executed after page reload.

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



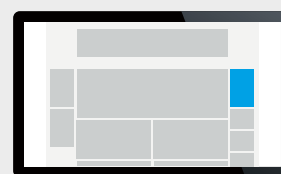
Billboard
980x540 pixlar



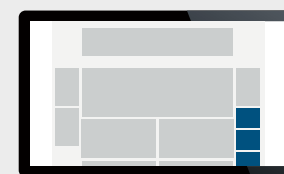
Top banner Full Size
1800x450 pixlar



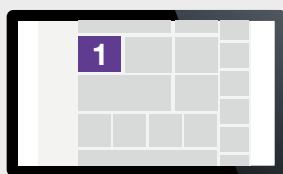
Sticky Banner
240x400 pixlar



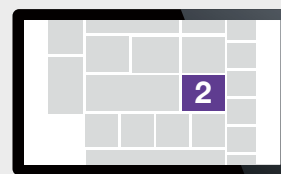
Corner banner
200x300 pixlar



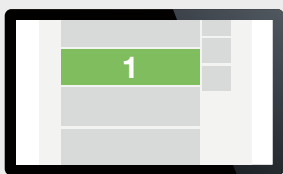
Side banner
200x175 pixlar



Campaign banner 1*
- Frontpage 300x250 pixlar



Campaign banner 2**
- Frontpage 300x250 pixlar



Giga banner - Frontpage
930x250 pixlar

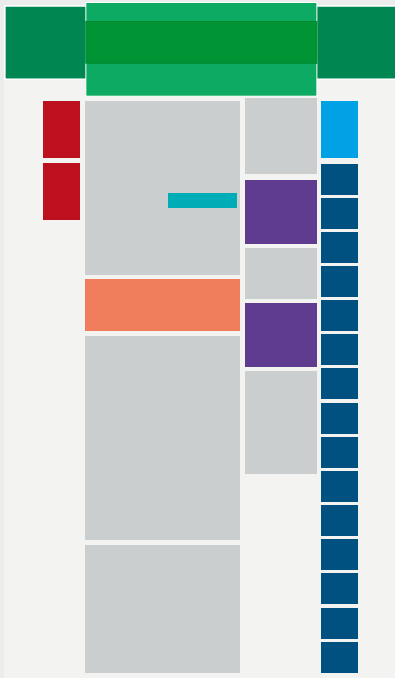


Giga banner - Startside
930x250 pixlar

* 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



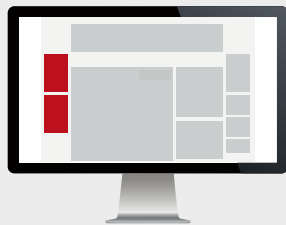
Top banner
930x180 px



Billboard
980x540 px



Top banner Full Size
1800x450 px



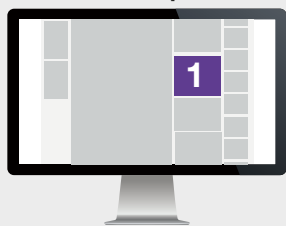
Sticky banner
240x400 px



Corner banner
200x300 px



Side banner
200x175 px



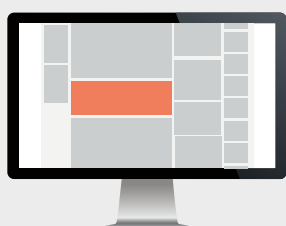
Campaign banner
Article page
300x250 px



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 **24.500 SEK**
Front page + all other pages **24.500 SEK**

Billboard

Static or animated, max 150 Kb
Article page **34.500 SEK**
Front page + all other pages **34.500 SEK**

Top banner Full Size

Static, max 250 Kb
Article page **39.500 SEK**
Front page + all other pages **39.500 SEK**

Sticky banner

Static or animated, max 90 Kb
Article page **17.500 SEK**
Front page + all other pages **17.500 SEK**

Corner banner

Static or animated, max 70 Kb.
Article page **11.500 SEK**
Front page + all other pages **11.500 SEK**

Side banner

Static or animated, max 40 Kb
Article page **3.250 SEK**
Front page + all other pages **3.250 SEK**

Campaign banner pos 1

Static or animated, max 75 Kb
Front page **17.500 SEK**
Article page **13.750 SEK**

Campaign banner pos 2

Static or animated, max 75 Kb
Front page **10.000 SEK**
Article page **10.750 SEK**

Giga banner pos 1

Static or animated, max 150 Kb
Front page **21.500 SEK**

Giga banner pos 2

Static or animated, max 150 Kb
Front page **10.000 SEK**

Article banner text

Static, max 20 Kb
Article page **22.500 SEK**

Inread article banner

Static or animated, max 100 Kb
Article page **10.000 SEK**

ADVERTISING IN THE NEWSLETTER

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

Newsletter
STREAMER 820x28 px

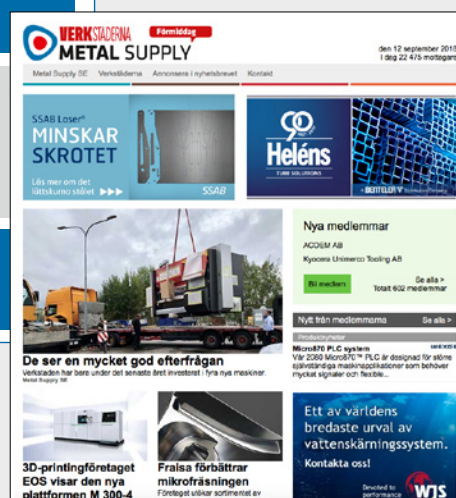
TOP ADVERT LEFT 400x200 px	TOP ADVERT RIGHT 400x200 px
MIDDLE ADVERT LEFT 400x200 px	MIDDLE ADVERT RIGHT 400x200 px
BOTTOM ADVERT LEFT 400x200 px	BOTTOM ADVERT RIGHT 400x200 px

Newsletter

TOP ADVERT FULL SIZE 820x200 px
MIDDLE ADVERT FULL SIZE 820x200 px
BOTTOM ADVERT FULL SIZE 820x200 px

Sponsored article
SEK 15.000/week

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



Streamer
Price per week **SEK 13.000**

Top advert
Price per mailing **SEK 5.000**

Top advert Full size
Price per mailing **SEK 10.000**

Middle advert
Price per mailing **SEK 4.000**

Middle advert Full size
Price per mailing **SEK 8.000**

Bottom advert
Price per mailing **SEK 2.500**

Bottom advert Full size
Price per mailing **SEK 5.000**

Material: Static advert
File types: Jpg, gif or png
Size: Max 50 kb

Prices for members.

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

Contact: Mats Irstam • +46 73 682 53 07 • mats.irstam@nordiskemedier.se
Mathias Bolin • +46 70 854 99 10 • mathias.bolin@nordiskemedier.se
Magnus Wrigert +46 73 682 53 37 • magnus.wrigert@nordiskemedier.se