# rent

SVERIGES LEDANDE STÄDTIDNING

med **facility**NORDIC

Nordiske Medier

# DIGITAL PRESENCE

# Become a member of Rent

**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

## 13 000 SEK/year

**MEMBERSHIP PACKAGE**

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

**Price: 22 000 SEK**

Homepage portal

Insert a news item

See the number of views
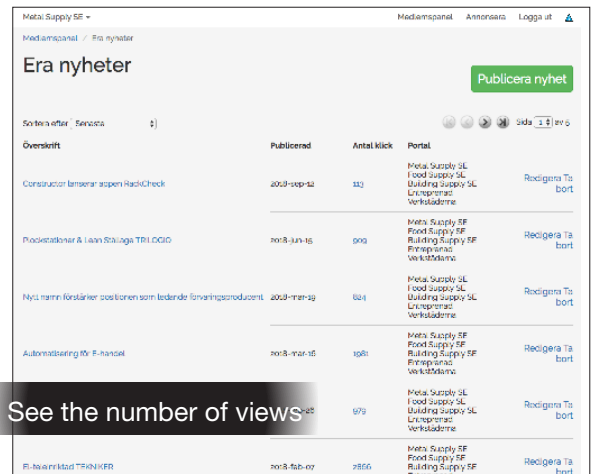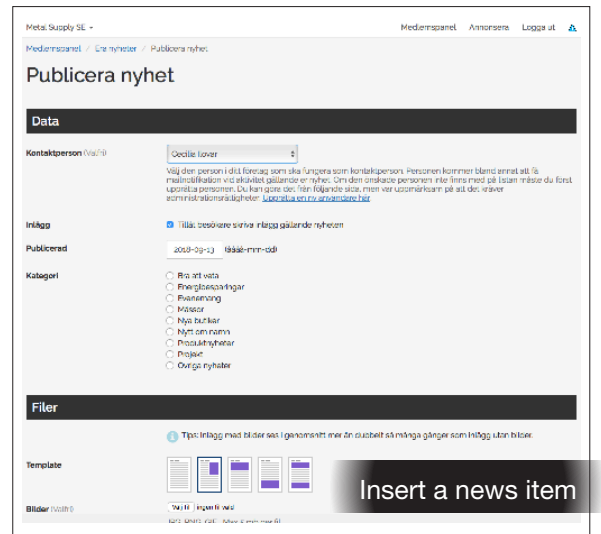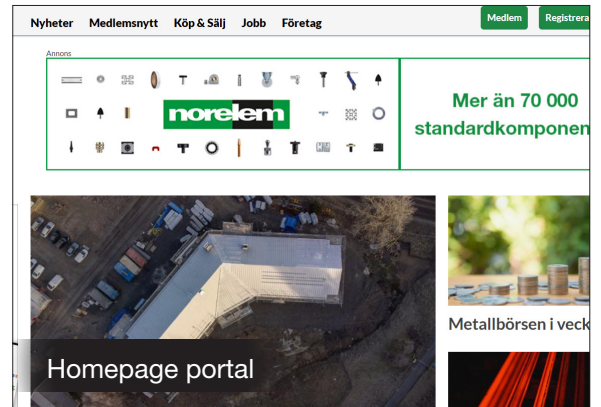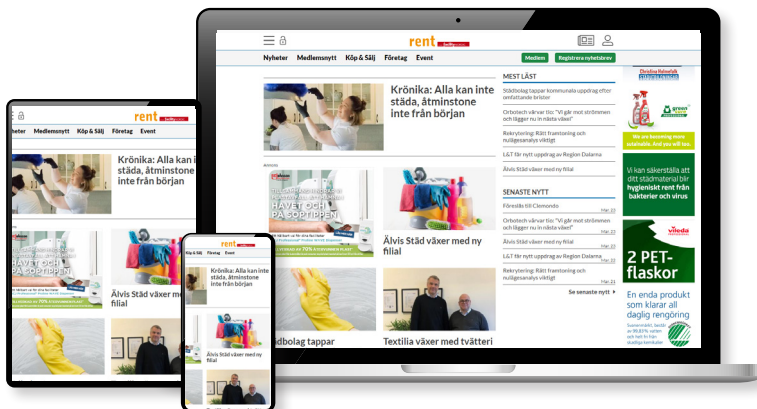
# Your possibilities
## General information

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.

**Linda Gheysari**
**Phone: +46 70-990 54 29 | linda.gheysari@nordiskemedier.se**

# Advertising in the newsletter

### Newsletter

STREAMER 820x28 px

**TOP ADS**
**LEFT 400x200 px**

**TOP ADS**
**RIGHT 400x200 px**

**CENTER ADS**
**LEFT 400x200 px**

**CENTER ADS**
**RIGHT 400x200 px**

**BOTTOM ADS**
**LEFT 400x200 px**

**BOTTOM ADS**
**RIGHT 400x200 px**

### Newsletter

**TOP ADS FULL SIZE**
**820x200 px**

**CENTER ADS FULL SIZE**
**820x200 px**

**BOTTOM ADS FULL SIZE**
**820x200 px**

**Streamer** 820x28 px, static, max 50 kb. Price per week .................. 11 500 SEK
**Top ads Full Size** 820x200 px, static, max 50 kb............................. 9 200 SEK
**Top ads** 400x200 px, static, max 50 kb ........................................... 4 600 SEK
**Center ads** 400x200 px, static, max 50 kb ...................................... 3 450 SEK
**Bottom ads** 400x200 px, static, max 50 kb ...................................... 2 300 SEK
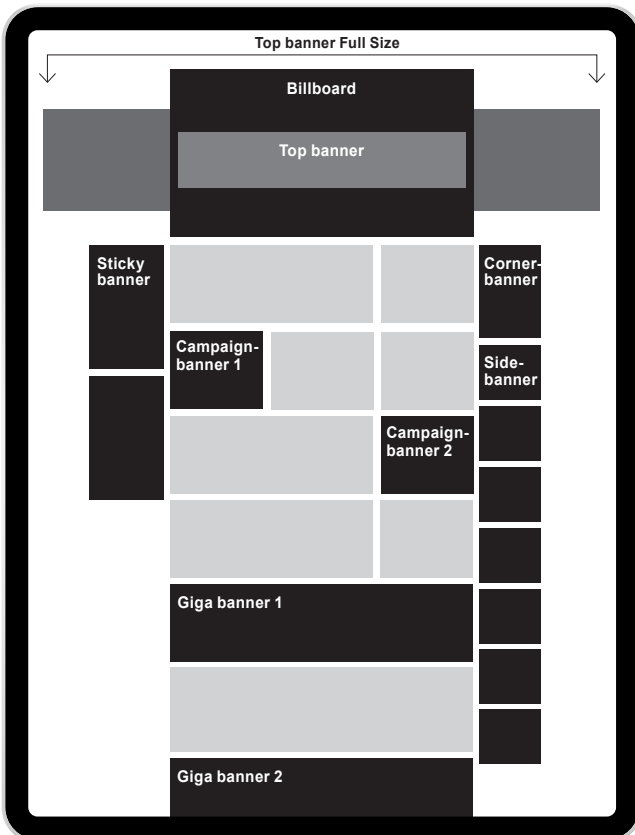
**Sponsored content  15.000 SEK/week**

## Native ad
(Sponsored content)
will be included in a newsletter
during booked week.
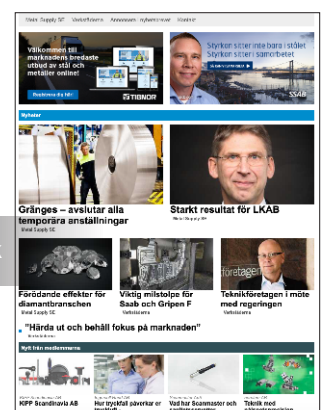
## Start page, prices for members/month



**Top banner Full Size** 1800x450 px, static, max 250 kb .................. 45 425 SEK
**Billboard** 980x540 px, static or animated, max 150 kb ................... 39 100 SEK
**Top banner** 930x180 px, static or animated, max 70 kb ................. 20 700 SEK
**Sticky banner** 240x400 px, static or animated, max 90 kb ............ 17 250 SEK
**Corner banner** 200x300 px, static or animated, max 70 kb ........... 10 925 SEK
**Side banner** 200x175 px, static or animated, max 40 kb .................. 3 220 SEK
**Campaign banner 1*** 300x250 px, static or animated, max 70 kb ... 13 225 SEK
**Campaign banner 2**** 300x250 px, static or animated, max 70 kb .. 12 650 SEK
**Giga banner 1** 930x250 px, static or animated, max 70 kb ............ 13 800 SEK
**Giga banner 2** 930x250 px, static or animated, max 70 kb ............ 20 700 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 costs SEK 1 500 for an hour, then
SEK 1 000 per started hour.

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

**Top banner Full Size** 1800x450 px, static, max 250 kb .................. 45 250 SEK
**Billboard** 980x540 px, static or animated, max 150 kb ................... 39 100 SEK
**Top banner** 930x180 px, static or animated, max 70 kb ................. 20 700 SEK
**Sticky banner** 240x400 px, static or animated, max 90 kb ............ 17 250 SEK
**Corner banner** 200x300 px, static or animated, max 70 kb ........... 10 925 SEK
**Side banner** 200x175 px, static or animated, max 40 kb .................. 3 220 SEK
**Campaign banner 1** 300x250 px, static or animated, max 75 kb..... 13 225 SEK
**Campaign banner 2** 300x250 px, static or animated, max 75 kb..... 12 650 SEK
**Titel banner** 300x60 px, static, max 20 kb ...................................... 13 800 SEK
**Article banner** 660x200 px, static or animated, max 100 kb ............ 20 700 SEK

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

Designing advertisements costs SEK 1 500 for an hour, 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