



**DIGITAL PRESENCE**



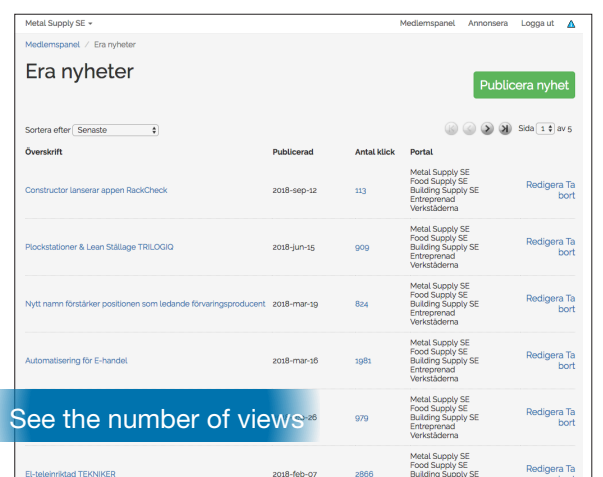
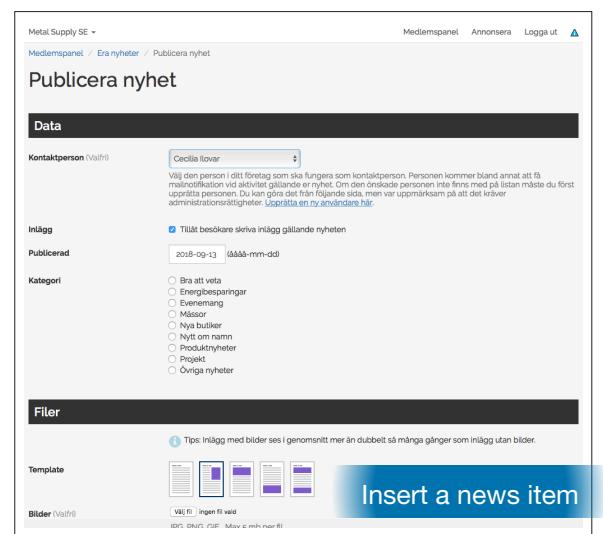
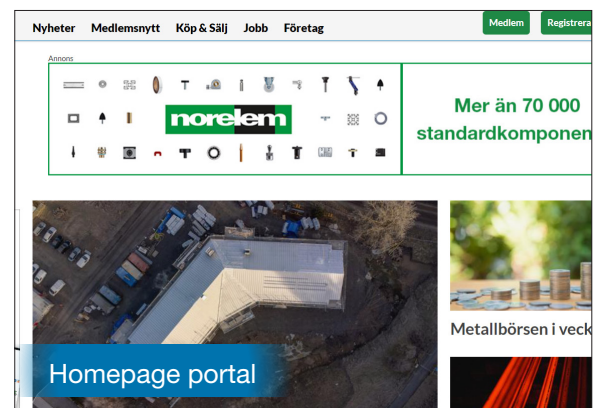
# Become a member of Packmarknaden

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

## 12 900 SEK/year



# 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.

**Jerker Evaldsson**

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**Magnus Wrigert**

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## 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

Our readers are professional decision makers on the packaging market in Sweden. We also have a smaller amount of subscribers in Norway, Finland and Denmark. Positions represented:

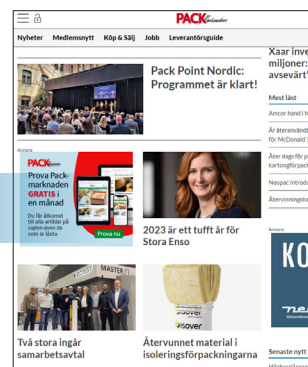
CEO/Owner  
Purchasing/Finance Manager  
Marketing Director  
Packaging manager  
Production manager  
Business manager  
Industries represented:  
Food - food, drink, ingredients  
Medicines/Health food/Medical technology  
Retail/Daily goods  
Industry/Workshop  
Transport/Logistics  
Machinery/Equipment Supplier  
Material/Packaging supplier

<b>Streamer</b> 820x28 px, static, max 50 kb. Price per week .....	6 500 SEK
<b>Top ads Full Size</b> 820x200 px, static, max 50 kb.....	5 000 SEK
<b>Top ads</b> 400x200 px, static, max 50 kb .....	2 500 SEK
<b>Center ads</b> 400x200 px, static, max 50 kb .....	2 000 SEK
<b>Bottom ads</b> 400x200 px, static, max 50 kb .....	1 500 SEK

**Sponsored content 15.000 SEK/week**

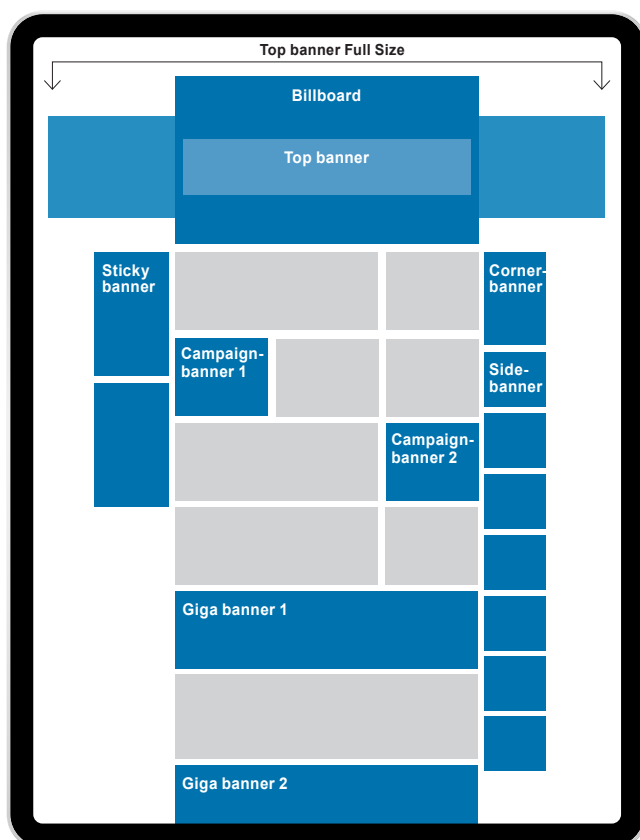
### Native ad

(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 .....	19 750 SEK
<b>Billboard</b> 980x540 px, static or animated, max 150 kb .....	17 000 SEK
<b>Top banner</b> 930x180 px, static or animated, max 70 kb .....	9 000 SEK
<b>Sticky banner</b> 240x400 px, static or animated, max 90 kb .....	7 500 SEK
<b>Corner banner</b> 200x300 px, static or animated, max 70 kb .....	4 750 SEK
<b>Side banner</b> 200x175 px, static or animated, max 40 kb .....	1 400 SEK
<b>Campaign banner 1*</b> 300x250 px, static or animated, max 70 kb .....	7 500 SEK
<b>Campaign banner 2**</b> 300x250 px, static or animated, max 70 kb .....	5 000 SEK
<b>Giga banner 1</b> 930x250 px, static or animated, max 70 kb .....	9 000 SEK
<b>Giga banner 2</b> 930x250 px, static or animated, max 70 kb .....	5 000 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.

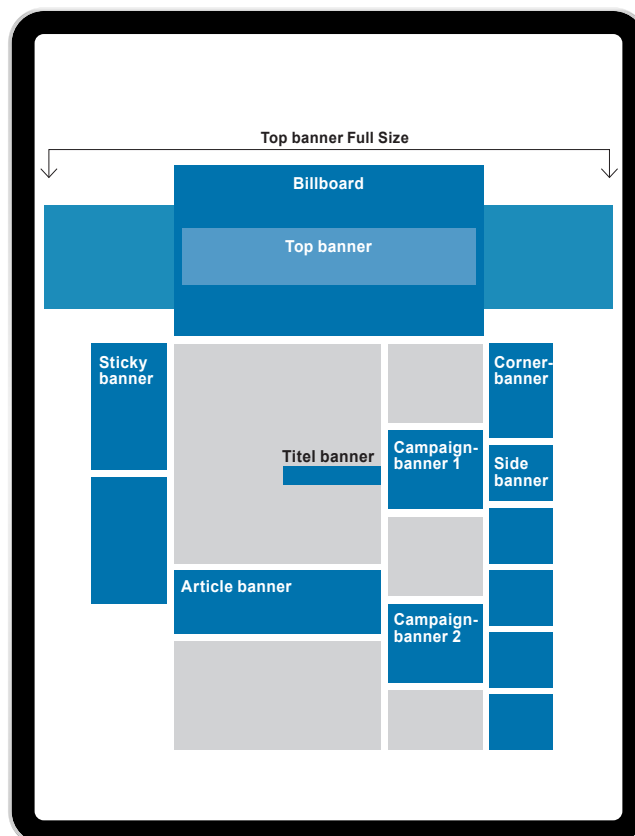
### File types

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.

## Article page, prices for members/month



<b>Top banner Full Size</b> 1800x450 px, static, max 250 kb .....	19 750 SEK
<b>Billboard</b> 980x540 px, static or animated, max 150 kb .....	17 000 SEK
<b>Top banner</b> 930x180 px, static or animated, max 70 kb .....	9 000 SEK
<b>Sticky banner</b> 240x400 px, static or animated, max 90 kb .....	7 500 SEK
<b>Corner banner</b> 200x300 px, static or animated, max 70 kb .....	4 750 SEK
<b>Side banner</b> 200x175 px, static or animated, max 40 kb .....	1 400 SEK
<b>Campaign banner 1</b> 300x250 px, static or animated, max 75 kb .....	5 750 SEK
<b>Campaign banner 2</b> 300x250 px, static or animated, max 75 kb .....	4 500 SEK
<b>Titel banner</b> 300x60 px, static, max 20 kb .....	14 000 SEK
<b>Article banner</b> 660x200 px, static or animated, max 100 kb .....	18 000 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.

# 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

**PACK**  
Marknader packnet.se

## SMALL

- 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: 23.000 SEK**

## MEDIUM

- 1 month top banner on the portal
- 12 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: 40.000 SEK**

## LARGE

- 3 months top banner on the portal
- 12 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: 68.000 SEK**