

ADVERT – ONLINE

MASKINREGISTERET

Topbanner – Front page + other sections or articles

Type: 980x150 pixels, static or animated, max 70 Kb
Mobile: 468x300 pixels

Price: Articles 9.000 kr.
Price: Front page + other sections 9.000 kr.

Billboard – Front page + other sections or articles

Type: 980x300 pixels, static or animated, max 150 Kb
Mobile: 468x300 pixels

Price: Article 13.500 kr.
Price: Front page + other sections 13.500 kr.

Topbanner Full Size – Front page + other sections or articles

Type: 1800x450 pixels, static, max 250 Kb
Mobile: 468x300 pixels

Price: Article 15.000 kr.
Price: Front page + other sections 15.000 kr.

Sticky Banner – Front page + other sections or articles

Type: 240x400 pixels, static or animated, max 90 Kb

Price: Article 8.500 kr.
Price: Front page + other sections 8.500 kr.

Corner banner – Front page + other sections or articles

Type: 200x300 pixels, static or animated, max 70 Kb.

Price: Article 4.500 kr.
Price: Front page + other sections 4.500 kr.

Side banner – Front page + other sections or articles

Type: 200x175 pixels, static or animated, max 40 Kb

Price: Front page + other sections or articles 1.700 kr.

Content banner – Front page

Type: 230x230 pixels, static, max 55 Kb.

Price: Front page 2.900 kr.

Campaign banner 1&2 – Article and other

Type: 300x250 pixels, static or animated, max 70 Kb
Mobile: 300x250 pixels

Price: Articles pos. 1/pos. 2: 6.000 kr./4.000 kr.
Price: Other pos. 1/ pos. 2: 2.850 kr./2.850 kr.

Campaign banner 1&2 – Front page

Type: 300x250 pixels, static or animated, max 75 Kb
Mobile: 300x250 pixels

Price: Front page pos. 1/pos. 2: 7.250 kr./6.000 kr.

Giga banner 1 & 2 – Front page

Type: 930x250 pixels, static or animated, max 150 Kb.
Mobile: 468x300 pixels

Price: Front page pos. 1: 9.000 kr.
Price: Front page pos. 2: 6.000 kr.

Title banner – Articles

Type: 300x60 pixels, static banner, max 20 Kb

Price: 9.500 kr.

Article banner – Articles

Type: 660x200 pixels, static banner, max 40 Kb

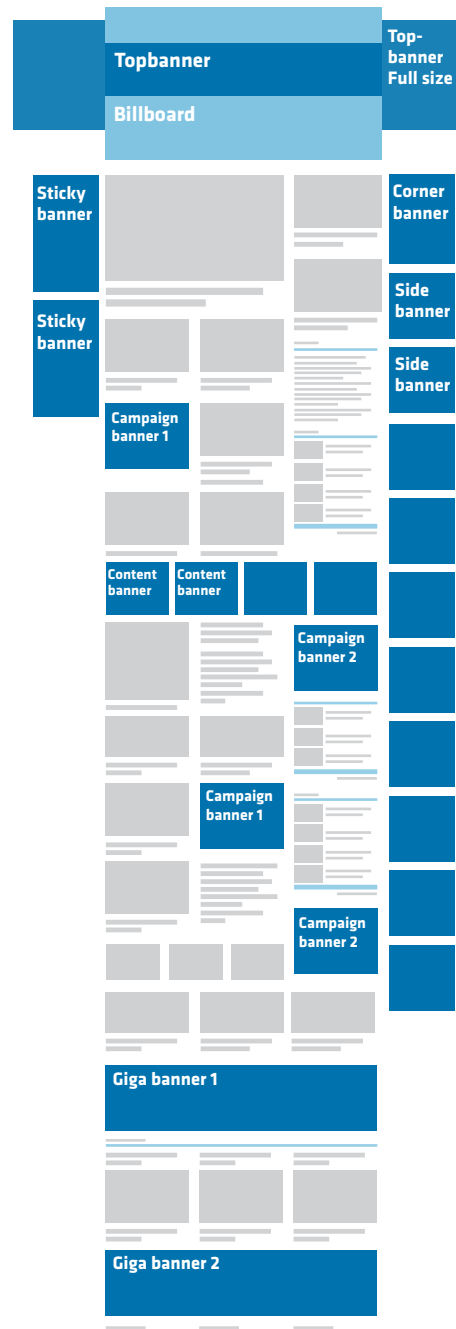
Price: 6.000 kr.

Inread banner – Articles

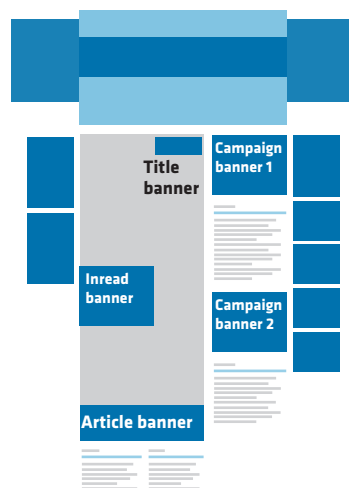
Type: 300x250 pixels, static banner, max 75 Kb

Price: 5.500 kr.

DESKTOP, front page



DESKTOP, article



MOBILE



File types

GIF, JPG, PNG or HTML5.

Specifications for HTML5 banners

Upon delivery of HTML banners we should receive the zip file with all the source material. The max. file size for Zip files is 10 MB. HTML5-files can only be used for banners on the portal. Newsletter adverts are static gif or jpg files only.

Banners on the portal share space with up to 3 others. However, title banners and content banners are left alone, while sticky banner shares space with up to 2 others. Banners rotate at page breaks.

* Sticky, corner banner og sidebanner are only shown on a desktop.
All stated prices are member prices per month.