

# 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"

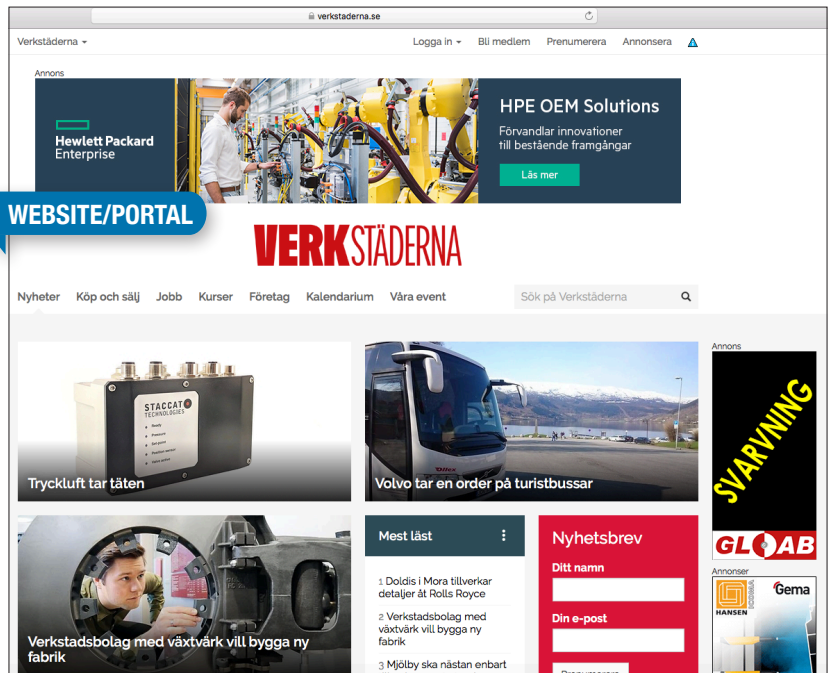


Membership SEK 9.800/year

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.



Medlemspanel / Era nyheter / Publicera nyhet

## Publicera nyhet

Data

Kontaktperson (valfri)

Välj den person i ditt företag som ska fungera som kontaktperson. Personen kommer bland annat att få nyhet. Om den önskade personen inte finns med på listan måste du först lägga till en ny användare här.

Inlägg

Publicerad

2018-09-13 (ÅÅÅÅ-mm-dd)

Kategori

☐ Bra att veta  
☐ Energibesparingar  
☐ Evenemang  
☐ Maskiner  
☐ Nya butiker  
☐ Nytt om namn  
☐ Produktnyheter  
☐ Projekt  
☐ Övriga nyheter

Filer

Tips: Inlägg med bilder ses i genomsnitt mer än dubbelt så många gånger som inlägg utan bilder.

Template

Bilder (valfri)

Välj fil - Ingen fil vald  
 JPG, PNG, GIF - Max 5 mb per fil  
 Du kan ladda upp max 20 bilder.

Kataloger mm. (valfri)

Välj fil - Ingen fil vald  
 PDF, DOC, ZIP - Max 10 mb per fil  
 Du kan ladda upp max 5 kataloger.

Video (valfri)

http://  
 Ange länken till en YouTube/Vimeo video som visas tillsammans med ditt inlägg.

Text

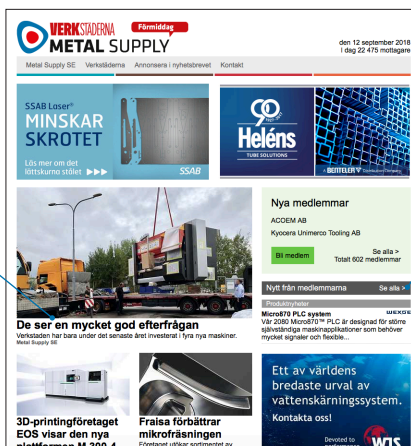
Överskrift

Resumé

Beskrivning

## Publish company news

## NEWS FROM THE EDITORS



## NEWS FROM THE MEMBERS

Medlemspanel / Era nyheter

## Era nyheter

Sortera efter Senaste

Överskrift	Publicerad	Antal klick	Portal	
Constructor lanserar appen RackCheck	2018-sep-12	113	Metal Supply SE Food Supply SE Building Supply SE Entrepreneur Verkstäderna	Redigera Ta bort
Plockstationer & Lean Ställage TRILLO	2018-jun-15	909	Metal Supply SE Food Supply SE Building Supply SE Entrepreneur Verkstäderna	Redigera Ta bort
Nytt namn förstärker positionen som ledande förvaringsproducent	2018-mar-19	804	Metal Supply SE Food Supply SE Building Supply SE Entrepreneur Verkstäderna	Redigera Ta bort
Automatisering för E-handel	2018-mar-15	1981	Metal Supply SE Food Supply SE Building Supply SE Entrepreneur Verkstäderna	Redigera Ta bort
Begagnad IPN Paternoster till salu			Verkstäderna Verkstäderna	
El-teknikrad TENNIER	2018-feb-07	2866	Metal Supply SE Food Supply SE Building Supply SE Entrepreneur Verkstäderna	Redigera Ta bort

See the number of views

NEWSLETTER  
- the industry's news by mail

## 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.

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 title banner and content banner that are alone and sticky banner that are sharing their spot with up to two others. Rotation is executed after page reload.

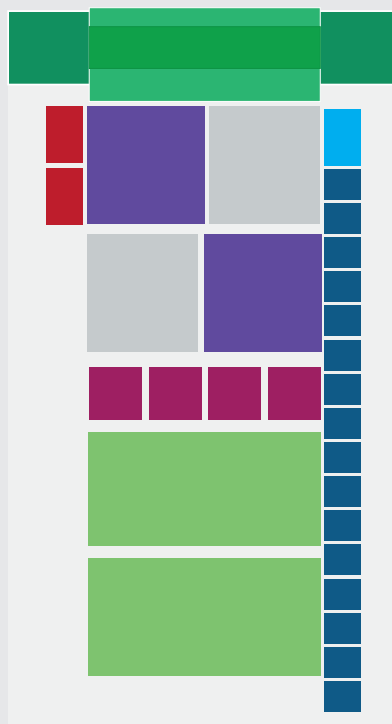
#### Animated banners:

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 px



Billboard  
980x540 px



Top banner Full Size  
1800x450 px



Sticky banner  
240x400 ppx



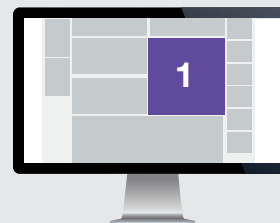
Corner banner  
200x300 px



Side banner  
200x175 px



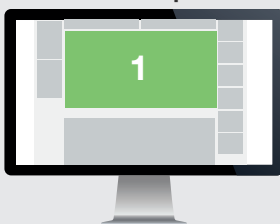
Content banner - Front page  
230x230 px



Campaign banner - Front page  
480x480 px



Campaign banner - Front page  
480x480 px

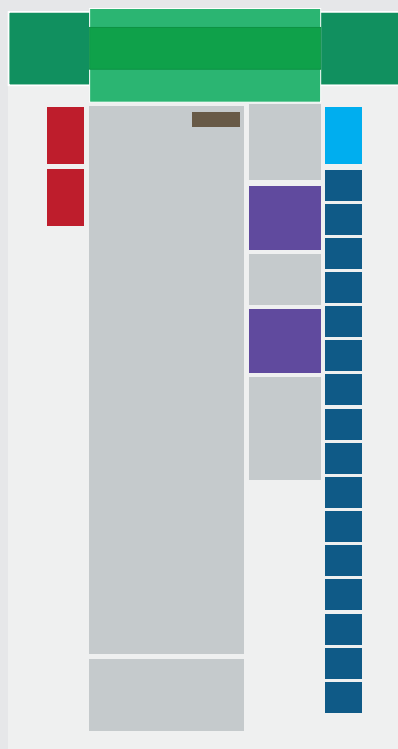


Giga banner - Front page  
980x480 px



Giga banner - Front page  
980x480 px

## Article page



**Top banner**  
930x180 px



**Billboard**  
980x540 px



**Top banner Full Size**  
1800x450 px



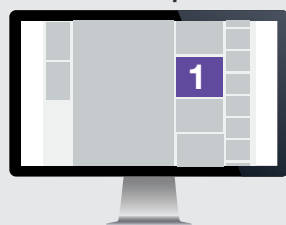
**Sticky banner**  
240x400 px



**Corner banner**  
200x300 px



**Side banner**  
200x175 px



**Campaign banner**  
Article page  
300x250 px



**Campaign banner**  
Article page  
300x250 px



**Title banner**  
Article page  
200x60 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 **SEK 24.500**

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

#### Billboard

Static or animated, max 150 Kb

Article page **SEK 34.500**

Front page + all other pages **SEK 34.500**

#### Top banner Full Size

Static, max 250 Kb

Article page **SEK 39.500**

Front page + all other pages **SEK 39.500**

#### Sticky banner

Static or animated, max 90 Kb

Article page **SEK 17.500**

Front page + all other pages **SEK 17.500**

#### Corner banner

Static or animated, max 70 Kb.

Article page **SEK 11.500**

Front page + all other pages **SEK 11.500**

#### Side banner

Static or animated, max 40 Kb

Article page **SEK 3.250**

Front page + all other pages **SEK 3.250**

#### Content banner – Front page

Static, max 55 Kb

Front page **SEK 5.000**

#### Campaign banner pos 1

Static or animated, max 75 Kb

Front page 480x480 px **SEK 17.500**

Article page 300x250 px **SEK 13.750**

Other pages 300x250 px **SEK 6.750**

#### Campaign banner pos 2

Static or animated, max 75 Kb

Front page 480x480 px **SEK 10.000**

Article page 300x250 px **SEK 10.750**

Other pages 300x250 px **SEK 5.350**

#### Giga banner pos 1

Static or animated, max 150 Kb

Front page **SEK 21.500**

#### Giga banner pos 2

Static or animated, max 150 Kb

Front page **SEK 10.000**

#### Title banner – Article page

Static, max 20 Kb

Article page **SEK 22.750**

# ADVERTISING IN THE NEWSLETTER

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

**Newsletter**

**STREAMER 820x28 px**

<b>TOP ADVERT LEFT 400x200 px</b>	<b>TOP ADVERT RIGHT 400x200 px</b>
<b>MIDDLE ADVERT LEFT 400x200 px</b>	<b>MIDDLE ADVERT RIGHT 400x200 px</b>
<b>BOTTOM ADVERT LEFT 400x200 px</b>	<b>BOTTOM ADVERT RIGHT 400x200 px</b>

**Newsletter**

<b>TOP ADVERT FULL SIZE 820x200 px</b>
<b>MIDDLE ADVERT FULL SIZE 820x200 px</b>
<b>BOTTOM ADVERT FULL SIZE 820x200 px</b>

**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

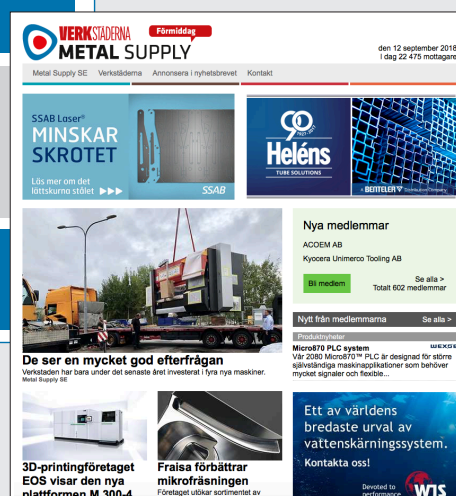
Price per mailing **SEK 5.000**

Material: Static advert

File types: Jpg, gif or png

Size: Max 50 kb

**Prices for members.**



Verktäderna 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

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