BalearWeb

Advertising Rates 2015

Banners

Identifier	Measures	Maximum Weight	CPM
Header banner	468 x 60 px	40 kb	8 €
Header half banner	234 x 60 px	20 kb	6 €
Footer mega banner	728 x 90 px	50 kb	8 €

Text links

Identifier	Title	Description	Monthly Cost
Text link on home page	45 characters	55 characters	75 €

1. The banners appear on every page, the Banner and Half Banner in the header, while the Mega banner in the foot. You can select one or more languages, and one or more islands.

2. The text link appears only on the front page. The price of 75 € is per island and per language.

3. CPM stands for cost per thousand impressions and the minimum purchase 50,000 impressions.

4. Discount for agencies: 15%.

5. Prices do not include VAT of 21%.

6. The campaign tracking is done in real time via Google Ads Manager.

7. Banners can be in JPG, GIF or Flash.

Order via email (balearweb@balearweb.com) or telephone (971235730).