

Advertising

Our targeted media offer excellent value for money

WEB ADVERTISING PRICES *(price per month per page)*

Homepage *www.eaie.org*

Vertical banner (125 x 240px)	€ 750
Square banner (125 x 125px)	€ 600

Other pages

Vertical banner (125 x 240px)	€ 250
Square banner (125 x 125px)	€ 200

Please note

- All advertising is full colour
- A 15% premium will be charged to secure a right hand page position
- Upfront page positions cannot be guaranteed
- Discounts are available for repeat placements
- For inserts, contact Elise Kuurstra:
+31-20-344 51 00 or kuurstra@eaie.nl

PRINT ADVERTISING PRICES

Forum magazine *Print-run ca 3000*

Back cover	€ 1400
Full page	€ 900
½ page	€ 600
¼ page	€ 400

Conference Invitation *Print-run ca 13000*

Back cover	€ 3300
Full page	€ 2475
½ page	€ 1650
¼ page	€ 1100
Insert	€ 3850

Conference Programme *Print-run ca 4500*

Full page	€ 1600
½ page	€ 900
¼ page	€ 600

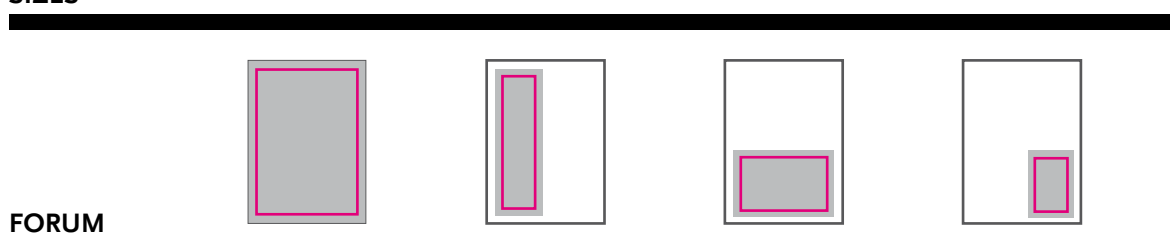
ADVERTISING DEADLINES

Publication	Reservation Deadline	Artwork Deadline
Spring Forum	15 December 2009	30 December 2009
Conference Invitation	15 February 2010	1 March 2010
Summer Forum	15 April 2010	30 April 2010
Conference Programme	1 July 2010	15 July 2010
Winter Forum/ Conference Report	15 October 2010	30 October 2010

Print Submission Guide

To ensure your artwork appears as intended, please follow the guidelines below

SIZES



FORUM

	Full Page	½ Page (vert)	½ Page (horiz)	¼ Page
Trim area	210 x 275 mm	91.5 x 241.5 mm	186 x 119.5 mm	91.5 x 119.5 mm
Type safe area	190 x 255 mm	81.5 x 231.5 mm	176 x 109.5 mm	81.5 x 109.5 mm
Bleed	3 mm bleed	None	None	None

CONFERENCE INVITATION AND PROGRAMME

Trim area	210 x 297 mm	94 x 274 mm	190 x 135.5 mm	94 x 135.5 mm
Type safe area	190 x 277 mm	84 x 264 mm	180 x 125.5 mm	84 x 125.5 mm
Bleed	3 mm bleed	None	None	None

PREPARING FILES

To ensure correct reproduction, all advertisements must be provided to EAIE according to the following specifications:

- **PDF, PSD** or **TIFF** file types only
- **100%** scale at **300dpi**
- **CMYK** (spot colours and RGB are not accepted)
- Include **crop marks** and **bleed** if applicable

The file name of your advertisement should include:

- Your company name
- The dimensions of your artwork
- The publication it will appear in

eg. *mycompany_210x275_EAIEwinterForum.pdf*

SENDING FILES

Files can be e-mailed directly to Elise Kuurstra:
kuurstra@eaie.nl

Alternatively, files can be uploaded to a file hosting site such as:

- www.yousendit.com
- www.mediafire.com
- www.zshare.net

Please alert your EAIE contact when you have sent the artwork

Web Submission Guide

To ensure your artwork appears as intended, please follow the guidelines below

BANNER CONFIGURATIONS

There are two types of banners that you can choose from. There is a vertical banner (125 x 240 px) and a square banner (125 x 125 px), which are both placed on the right side of the web page. The two types of banners are demonstrated next to this text. Your banner should not exceed 15K.

Square banner
125 x 240 px

Vertical banner
125 x 240 px

WHERE TO PLACE YOUR BANNER?

Advertise on the EAIE homepage and your banner will be placed in a prime position. If you prefer another page on our website, we welcome your suggestions.

HOW TO DELIVER YOUR BANNER?

The banner should be sent in the exact size as demonstrated on this page. It should be delivered digitally (resolution of 72dpi), together with the URL to which your banner should link. Your banner can be animated but must be delivered as an animated gif; banners in flash-format are not supported.

TRAFFIC TO THE EAIE WEBSITE

The EAIE website has an average number of 7000 unique visitors per month. In general, visits to our website show a clear peak during the months leading up to our annual conference as well as directly after this event. May to October are thus highly popular months.

REPORT

To track the success of your banner, you will receive a monthly report with the following information:

- **showcount** (number of times your banner has appeared on someone's screen)
- **banner clicks** (number of times your banner was clicked on)
- **click ratio** (relation between times viewed and times clicked)
- **ip address of clicker** (unique number of the computer used by the person clicking on your banner)