

# archiseek.com

Ireland's leading online architecture publication



## 2012 Media Pack

### Archiseek at a glance

Started 1996 as Archeire.com / Irish-architecture.com

Over 37,000 unique visitors per month

Largest Irish Architecture website

Email newsletter goes to over 4,000 opt-in subscribers

Huge name recognition amongst architects

Widely recognised outside Ireland as the resource on Irish architecture

Opportunity is yours...

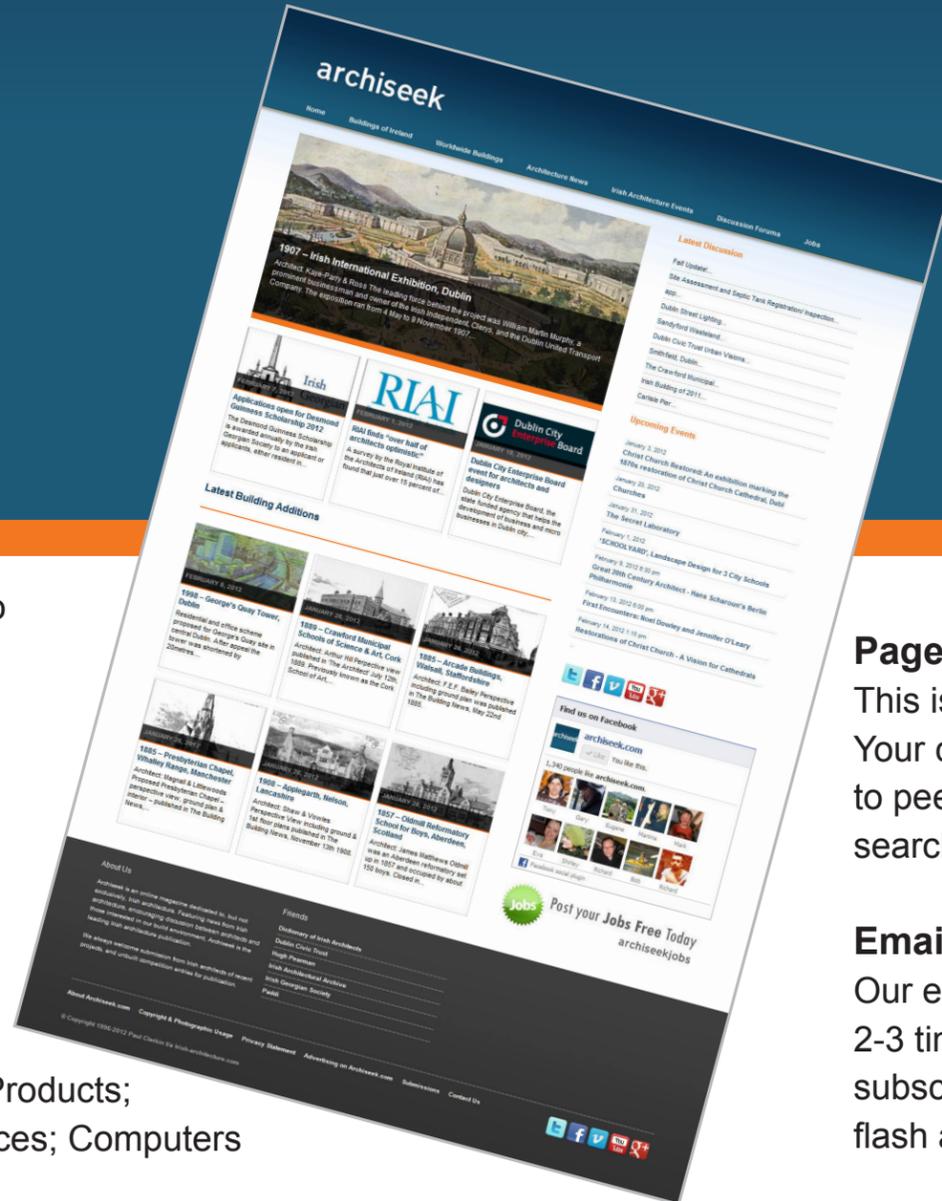
Formats

Build brand awareness - using our various online advertising opportunities we deliver highly targeted, result-driven marketing solutions to our clients.

We have no preconceptions - we are open to ideas and creative thinking to get your message to our readers.

You can advertise: CAD Software; Building Products; Environmental Solutions; 3D Modeling Services; Computers - the list is as long as your imagination.

and we're open to suggestions.....



### Headline Banner

The most tradition of online adverts - alongside our logo in the header - 728 x 90 IMU - (Leaderboard).

### Sidebar Slots

Our sidebar slots from 336 x 280 IMU - (Large Rectangle); 300x100 IMU - (3:1 Rectangle) to 125 x 125 IMU - (Square Button). IAB sizes.

### Bottom Banners

Across the bottom of every page - requires a strong creative for maximum impact 728 x 90 IMU - (Leaderboard).

### Forums

Each forum discussion page has three or more slots which we would suggest is a great opening for interesting creative - use all to attract the reader as they read down the page. All are 728 x 90 IMU.

### Page Peel

This is one of the most exciting methods to promote your brand online. Your content sits behind the page to be accessed by users, teasing them to peel the page via a 'dog-ear'. Your creative could link easily to a research document, new product launch, or video product demonstration.

### Email Newsletter

Our email newsletter on Irish architecture news is published on average 2-3 times per week, as news demands. It is received by almost 4,000 subscribers and is HTML based. This allows for the inclusion of images, flash animations etc as advertisements.

### Total Immersion

For a three, six or twelve month period, all advertising on the site is yours - complete exclusivity - advertise different product lines at the same time. Huge impact guaranteed.

# Rates

Web banners on our home page can be bought on a tenancy basis, we will have no more than 4 advertisers on the home page at any one time.

Web banners on all other pages are bought on a CPM (cost per mille) basis. CPM is the charge for every 1000 page impressions your banner receives which means you pay for your advert being seen a guaranteed number of times. There is a minimum order of 10,000 page impressions.

| Ad Type                       | Home Page Tenancy |
|-------------------------------|-------------------|
| Top Banner 728x90 - 1 slot    | 500e per month    |
| Side Bar 336x280 - 1 slot     | 600e per month    |
| Side Bar 300 x100 - 2 slots   | 300e per month    |
| Bottom Banner 728x90 - 1 slot | 250e per month    |

| Ad Type                       | Site Wide per thousand impressions |
|-------------------------------|------------------------------------|
| Top Banner 728x90 - 1 slot    | 30e                                |
| Side Bar 336x280 - 1 slot     | 40e                                |
| Side Bar 300 x100 - 1 slot    | 15e                                |
| Bottom Banner 728x90 - 1 slot | 20e                                |

## **Total Immersion - no other adverts but yours!**

Price available on request and is very competitive. This requires timing while existing advertising campaigns complete.

## **Newsletters**

Please contact us to discuss your needs.

# Contact

## **To contact us about our advertising opportunities:**

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