

# VERPAKKINGSMANAGEMENT

www.verpakkingsmanagement.nl Website

Banners on **Verpakkingsmanagement.nl** are shown an average of 20,000 times per month. All ManagementMedia sites are tracked using Google Analytics. This makes it possible to give specified reports on any desired page or banner position. The new VM website is optimized for Google.

## THE ONLINE VM-VISITOR

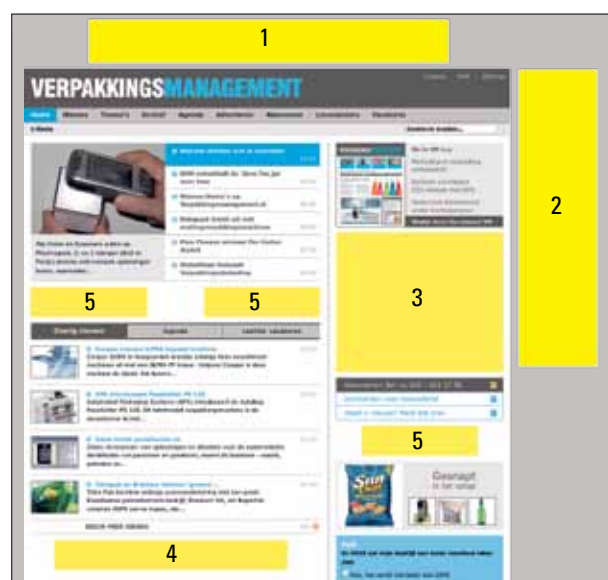
- watches an average of 19.502 pages in 6.306 visits, of which 4.308 unique
- appreciates **verpakkingsmanagement.nl** with a grade of 7 out of 10

Source: Google Analytics jan–oct '09, and "Het Groot VM Verpakkingsvakgebied Onderzoek '09".

## THE ONLINE ADVERTISER

can choose from:

- various banner ad formats
- inclusion in the "leveranciers-index", possibility to include companyprofile and/or logo
- sponsored links (similar to Google Adwords)
- place job vacancies



## BANNER SIZES

verpakkingsmanagement.nl Website

		p/month	Max KB
1. Leaderboard	728 x 90 px	€ 1.550,-	35 kb
2. Skyscraper	120 x 600 px	€ 1.275,-	35 kb
3. Grote rechthoek	336 x 280 px	€ 1.025,-	35 kb
4. Fullbanner	468 x 60 px	€ 775,-	25 kb
5. Halfbanner	234 x 60 px	€ 550,-	25 kb
6. Custom	336 x 86 px	€ 575,-	25 kb

## OTHER OPTIONS

- "leveranciers-index" (€ 135 p/year, € 275 incl. profile)
- sponsored links (€ 475 p/quarter, € 275 p/month)
- job vacancies (€ 255 p/month)

- Full banner:** Rectangle banner ad that can contain static text or animated effects.  
Size: 468 x 60 pixels.
- Half banner:** Rectangle banner ad that can contain static text or animated effects.  
Size: 234 x 60 pixels.
- Leaderboard:** Are thought to offer advertisers a great deal of space in a prominent position without intruding on content.  
Size: 728 x 90 pixels.
- Skyscraper:** Is a tall and narrow banner advertisement placed to the right of content.  
Size: 120 x 600 pixels.
- Rectangle:** Is a large rectangle placed on the rightside of the website within the content.  
Size: 336 x 280 pixels.

## Specifications

- Animated or static gif or jpg
- Possibility for: HTML, Flash and javascript. (rich media)
- Use of sound permitted (user-generated)
- Alt text: max 128 characters
- Every ad must be accompanied by a working url-tag to where the ad must refer.
- Flash: Adobe Flash Animation, files must be in the .SWF file format and include the following clicktag.  

```
on (release){
  getURL (_root.clickTag, "_blank");
}
```
- When using Flash, always provide a back-up file in .gif format.

## ONLINE VM-CONTACT INFORMATION

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# VERPAKKINGSMANAGEMENT

## VerpakkingsManagement Newsletter

The **VerpakkingsManagement** newsletter reaches almost 3,500 packaging professionals. The newsletter provides important news on a monthly basis, around major events there are extra editions. The newsletter of **VerpakkingsManagement** gives you additional opportunities to reach your targeted audience. The number of subscribers of the newsletter is still rising.

### THE NEWSLETTER

- is published monthly in a regular edition
- brings special editions at special events such as major exhibitions
- gets an average of 6,9 out of 10

### RELEASE DATES

Newsletters	Newsletter Date	Submit ad & URL by
Newsletter 1	24-01-2011	21-01-2011
Newsletter 2	21-02-2011	18-02-2011
<b>Extra Empack Den Bosch</b>	<b>07-03-2011</b>	<b>04-03-2011</b>
<b>Extra Empack Den Bosch</b>	<b>14-03-2011</b>	<b>11-03-2011</b>
Newsletter 3	21-03-2011	18-03-2011
Newsletter 4	18-04-2011	15-04-2011
<b>Extra Interpack</b>	<b>02-05-2011</b>	<b>29-04-2011</b>
<b>Extra Interpack</b>	<b>09-05-2011</b>	<b>06-05-2011</b>
Newsletter 5	16-05-2011	13-05-2011
Newsletter 6	20-06-2011	17-06-2011
Newsletter 7	18-07-2011	15-07-2011
Newsletter 8	22-08-2011	19-08-2011
Newsletter 9	19-09-2011	16-09-2011
Newsletter 10	17-10-2011	14-10-2011
<b>Extra Empack Zwolle</b>	<b>07-11-2011</b>	<b>04-11-2011</b>
Newsletter 11	21-11-2011	18-11-2011
Newsletter 12	19-12-2011	16-12-2011

= additional newsletters



### AD SIZES

#### VerpakkingsManagement Newsletter

			p/year	p/edition
A. Fullbanner	468 x 60 px	max 25 Kb	€ 3500,-	€ 350,-
B. Halfbanner	234 x 60 px	max 25 Kb	€ 2500,-	€ 250,-
C. Square	250 x 250 px	max 25 Kb	€ 3000,-	€ 350,-
D. Button	120 x 60 px	max 25 Kb	€ 1500,-	€ 195,-

Vacancy on the newsletter - € 300,-\*

Advertorial max. 400 characters - € 350,-

(incl. spaces, hyperlink, logo, 70 x 70 of 100 x 50).

(Custom sizes, in consultation, as well as production of banners)

\*Your vacancy will also be added to our website [Verpakkingsmanagement.nl](http://Verpakkingsmanagement.nl)

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