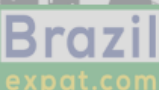


NationExpat Advertisement Specifications

Q4-2014

HOMEPAGE



Search

About Brazil News Jobs Housing Events Going Out Community Voluntary Work Logout

Brazil expat WordUP!

BrazilExpat

Finally... The platform for expats in Brazil is online. It took us nearly 2 years to figure out how to build it, what to show and to realize what we planned. BrazilExpat.com is now the website for all expats in Brazil, though we started with Rio de Janeiro and Sao Paulo, we are working tow ...

Going Out TIP

subscribe newsletter [input type="text"] [button type="submit" value="hd"]

#Slider
478X295


#TOP AD - RIGHT
222X260

TOP AD LEFT
222 x 250

Latest Jobs

| | |
|--|--|
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Job TIP



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Company: Lorem Ipsum City: Belem

Voluntary Work Tips



Location:

- Location: Lorem ipsum dolor
- Location: Lorem ipsum dolor

Latest News

- Brazil** Lorem ipsum dolor sit amet, consectetur elit, adipiscing sed do eiusmod tempor incididunt ut labore
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- Brazil** Lorem ipsum dolor sit amet, consectetur elit, adipiscing sed do eiusmod tempor incididunt ut labore

Featured Housing


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Recently Active Members





PAGE BREAK LEFT 478 x 90

PAGE BREAK RIGHT 478 x 90

FOOTER

| | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|
| FOOTER #1 234 x 60 | FOOTER #2 234 x 60 | FOOTER #3 234 x 60 | FOOTER #4 234 x 60 |
|-----------------------|-----------------------|-----------------------|-----------------------|

Home | FAQs | Word-Up | Advertise | Links | Privacy Policy | Terms of Service | Join our Team | Join our Newsletter | Offline | Discounts | Contact

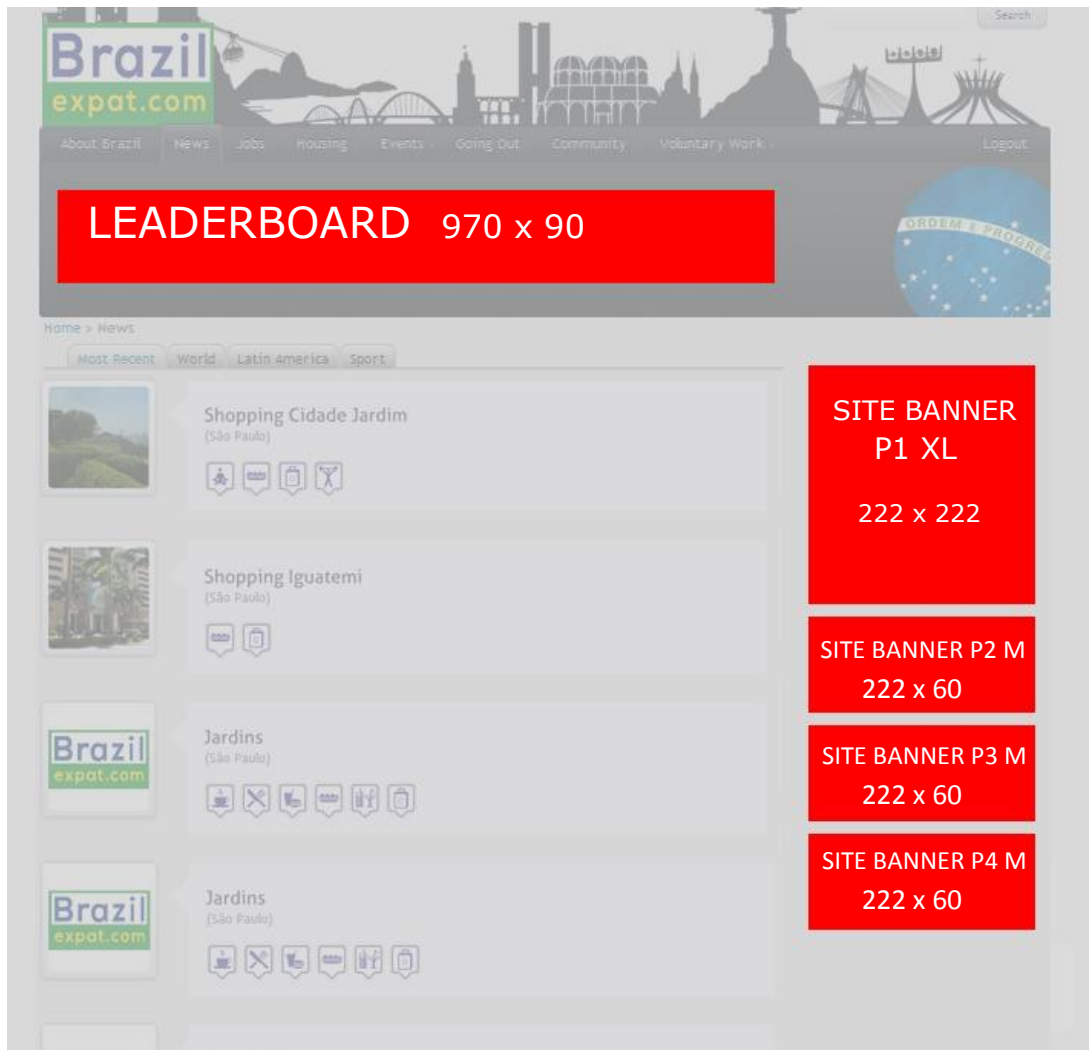
| Home page | CPM impressions | Size (px) | Remarks |
|--------------------|-----------------|-----------|------------------|
| Slider | € 50,00 | 478x295 | one position |
| Top-ad-1-right | € 50,00 | 222x260 | max. 1 out of 3* |
| Top-ad-2-left | € 45,00 | 222x250 | max. 1 out of 3* |
| Page-break-left | € 25,00 | 478x90 | max. 1 out of 3* |
| Page-break-right | € 25,00 | 478x90 | max. 1 out of 3* |
| Footer #1 | € 10,00 | 234x60 | ROS |
| Footer #2 | € 10,00 | 234x60 | ROS |
| Footer #3 | € 10,00 | 234x60 | ROS |
| Footer #4 | € 10,00 | 234x60 | ROS |
| Homepage-take over | € 150,00 | P.M. | € 250,- when ROS |

| Miscellaneous (featured) | Per month | Size (px) | Remarks |
|----------------------------------|-----------|-----------|---|
| Going out (Featured on Homepage) | € 500,00 | 485x260 | max. 5 out of 10 randomly featured on the homepage (50% chance per impression). |
| Job-Tip | € 100,00 | | Also available € 25,- per week image required! |
| Discount | € 20,00 | 224x300 | Random position on Discount page |
| Voluntary-Tip | € - | | Random / Editors Pick |
| Blog Tip | € - | | Random / Editors Pick |

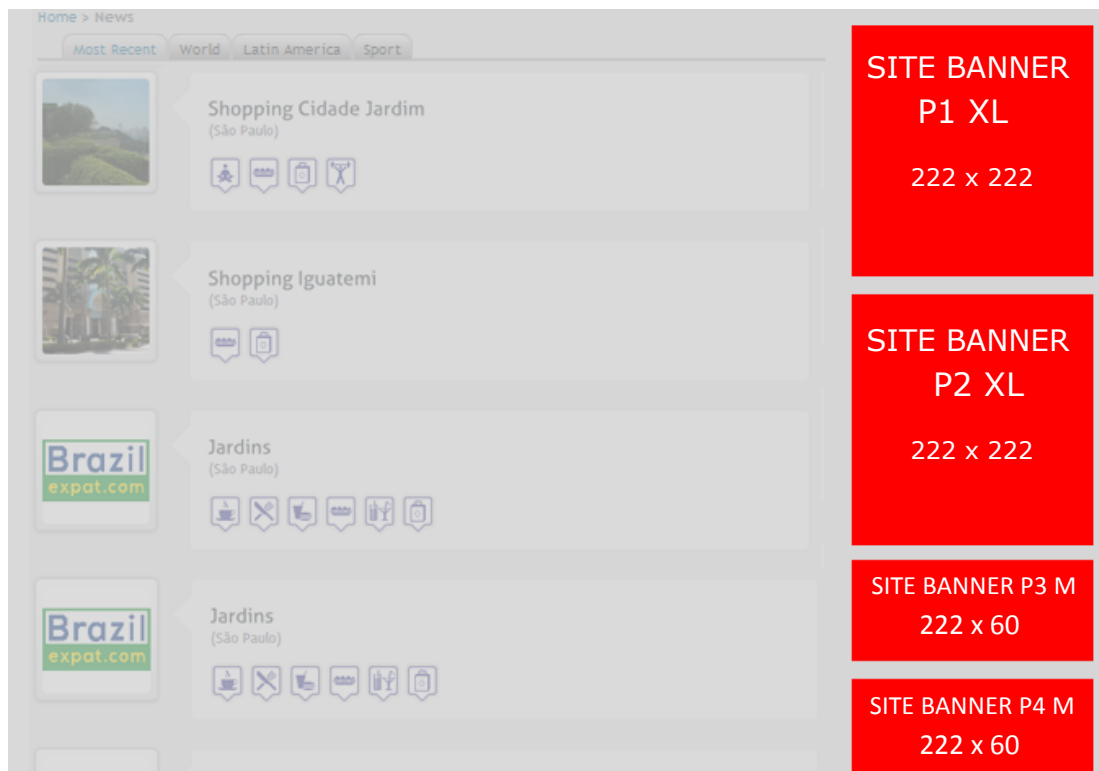
NOTE: Impressions are calculated by Google Analytics. IP addresses from our IT department have been excluded from the count.

*max. 1 out of 3: Your advertisement will share a location with another one and will be featured randomly.

SUBSITE



OPTION 2:



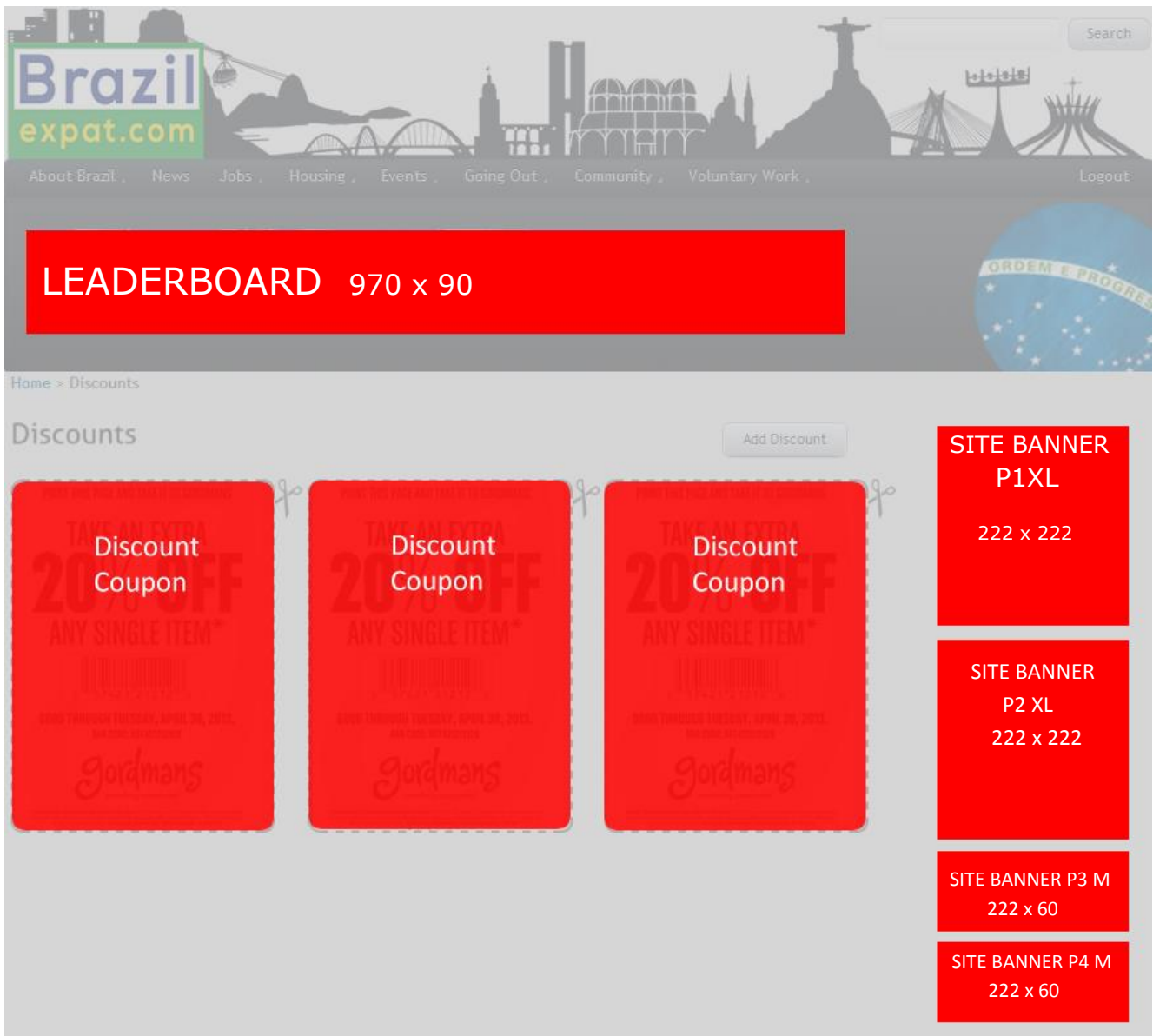
OPTION 3:

The screenshot shows a news website layout with a navigation bar at the top containing 'Home > News' and tabs for 'Most Recent', 'World', 'Latin America', and 'Sport'. The main content area features five news items, each with a thumbnail image, a title, a location, and social media icons. The items are: 'Shopping Cidade Jardim (São Paulo)', 'Shopping Iguatemi (São Paulo)', 'Shopping Cidade Jardim (São Paulo)', 'Shopping Iguatemi (São Paulo)', and 'Jardins (São Paulo)'. The fifth item includes a 'Brazil expat.com' logo. To the right of the content area, four red rectangular banners are overlaid, indicating ad placements: 'SKYSCRAPER P1 222 x 600' (spanning the first two items), 'SITE BANNER P2 M 222 x 60' (spanning the third item), 'SITE BANNER P3 M 222 x 60' (spanning the fourth item), and 'SITE BANNER P3 M 222 x 60' (spanning the fifth item).

OPTION 4:

The screenshot shows the same news website layout as Option 3. In this version, the banner placements are: 'SKYSCRAPER P1 222 x 600' (spanning the first two items), 'SITE BANNER P2 XL 222 x 222' (spanning the third item), 'SITE BANNER P3 M 222 x 60' (spanning the fourth item), and 'SITE BANNER P4 M 222 x 60' (spanning the fifth item).

DISCOUNTS



| All-subsites | CPM impressions | Size (px) | Remarks |
|--------------------|-----------------|-----------|-----------------|
| Leaderboard | € 35,00 | 700x90 | |
| Sky scraper-P1 | € 30,00 | 222x600 | |
| Site-banner-P1 XL | € 20,00 | 222x222 | |
| Site-banner-P2 XL | € 20,00 | 222x222 | |
| Site-banner-P2 M | € 10,00 | 222x60 | |
| Site-banner-P3 M | € 10,00 | 222x60 | |
| Site-banner-P4 M | € 10,00 | 222x60 | |
| Homepage-take over | € 150,00 | P.M. | € 75,- when ROS |

NOTE: Impressions are calculated by Google Analytics. IP addresses from our IT department have been excluded from the count.

| Miscellaneous (Site) | | Size (px) | Remarks |
|----------------------|---------------|-----------|-----------------|
| Going out-Tip | € 20,00/80,00 | | See "Tip Audit" |

To obtain a Going-out-Tip, the following is required:

- A tip-audit;
- English speaking staff;
- English menu's / guides / signs / etc. (English friendly environment);
- Overall neat impression.

Given tips on the website are valid for one year*. Approved going-out's get an Expat Tip sticker to place on the front door, to show this going-out is Expat-friendly.

TIP AUDIT:

Terms on requesting an audit consists out of the following:

- € 20,- (non-refundable) administration costs.
- € 80,- when approved.

An approval includes a Tip on a subsidiary of NationExpat with a minimum of 1 year and a sticker for the front door (including year of approval). Re-check for following year: € 20,- administration for and € 50,- for approval with NationExpat-sticker including year of approval. The year ends at the first 31st of December. Price for approval (if approved) will be 50% off after 1st of July.

All verdicts are non-negotiable and won't be revoked!

SPECIFICATIONS:

For the best quality and result, all banners should be delivered according to the standards listed below:

- JPEG or PNG format
- URL of the designated landing page.
- 72dpi resolution
- RGB color
- Max. size 70 kb

FLASH banners or ads are not supported, simply due to the fact that several mobile platforms do not support FLASH. Therefore the banner is to be delivered as an animated .gif file, follow the resolution and color specifications listed above.

NationExpat reserves the right to deny requests to advertise. All advertisement requests will be reviewed and can be denied on submission based on the review. All verdicts are non-negotiable and won't be revoked!

For further information you can contact us.

EMAIL: advertise@NationExpat.com