

NationExpat Advertisement Specifications

2016

HOMEPAGE

The screenshot shows the homepage of Brazil expat.com. At the top, there is a navigation bar with links for About Brazil, News, Jobs, Housing, Events, Going Out, Community, Voluntary Work, and Logout. A search bar is located in the top right corner. Below the navigation bar, there is a main content area. On the left, there is a 'Brazil expat WordUP!' section with a sub-header 'BrazilExpat' and a paragraph of text. To the right of this section is a 'Going Out TIP' section with a red box labeled '#Slider 478X295'. Further right is another red box labeled '#TOP AD - RIGHT 222X260'. Below these sections, there are several columns of content: 'Latest Jobs' with two columns of job listings, 'Job TIP' with an image and text, 'Voluntary Work Tips' with a map of Rio de Janeiro, 'Latest News' with a list of news items, and 'Featured Housing' with a list of housing options. At the bottom of the main content area, there are two red boxes: 'PAGE BREAK LEFT 478 x 90' and 'PAGE BREAK RIGHT 478 x 90'. The entire page is overlaid with a semi-transparent grey background.

FOOTER

The footer section consists of four red boxes arranged horizontally, each containing text for an ad placement: 'FOOTER #1 234 x 60', 'FOOTER #2 234 x 60', 'FOOTER #3 234 x 60', and 'FOOTER #4 234 x 60'. Below these boxes is a navigation bar with links for Home, FAQs, Word-Up, Advertise, Links, Privacy Policy, Terms of Service, Join our Team, Join our Newsletter, Offline, Discounts, and 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

The screenshot shows the top navigation bar of the Brazil expat.com website. The main header features the site logo and a search bar. Below the navigation bar, a large red banner reads "LEADERBOARD 970 x 90". The main content area displays a list of articles with thumbnails and titles: "Shopping Cidade Jardim (São Paulo)", "Shopping Iguatemi (São Paulo)", and two "Jardins (São Paulo)" entries. Each article includes social media sharing icons. On the right side, four red boxes indicate the placement of site banners: "SITE BANNER P1 XL" (222 x 222), "SITE BANNER P2 M" (222 x 60), "SITE BANNER P3 M" (222 x 60), and "SITE BANNER P4 M" (222 x 60).

OPTION 2:

This screenshot shows the same website layout as the first image, but with a different arrangement of site banners on the right side. The article listings remain the same. The banner placements are: "SITE BANNER P1 XL" (222 x 222), "SITE BANNER P2 XL" (222 x 222), "SITE BANNER P3 M" (222 x 60), and "SITE BANNER P4 M" (222 x 60).

OPTION 3:

The screenshot shows a news website layout with a navigation bar at the top containing 'Home > News', '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 sharing 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 'Brazil expat.com' logo is visible in the bottom left. On the right side, four red rectangular banners are overlaid on the page, indicating ad placements: 'SKYSCRAPER P1 222 x 600' (top), 'SITE BANNER P2 M 222 x 60' (second), 'SITE BANNER P3 M 222 x 60' (third), and 'SITE BANNER P3 M 222 x 60' (bottom).

OPTION 4:

The screenshot shows the same news website layout as Option 3. On the right side, four red rectangular banners are overlaid on the page, indicating ad placements: 'SKYSCRAPER P1 222 x 600' (top), 'SITE BANNER P2 XL 222 x 222' (second), 'SITE BANNER P3 M 222 x 60' (third), and 'SITE BANNER P4 M 222 x 60' (bottom).

DISCOUNTS

The screenshot shows the top navigation bar of the Brazil expat.com website. Below the navigation bar is a red 'LEADERBOARD 970 x 90' banner. The main content area is titled 'Discounts' and features three identical 'Discount Coupon' banners for 'Gordmans' offering '20% OFF ANY SINGLE ITEM*'. To the right of the coupons are four 'SITE BANNER' options: P1XL (222 x 222), P2 XL (222 x 222), P3 M (222 x 60), and P4 M (222 x 60). An 'Add Discount' button is also visible.

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