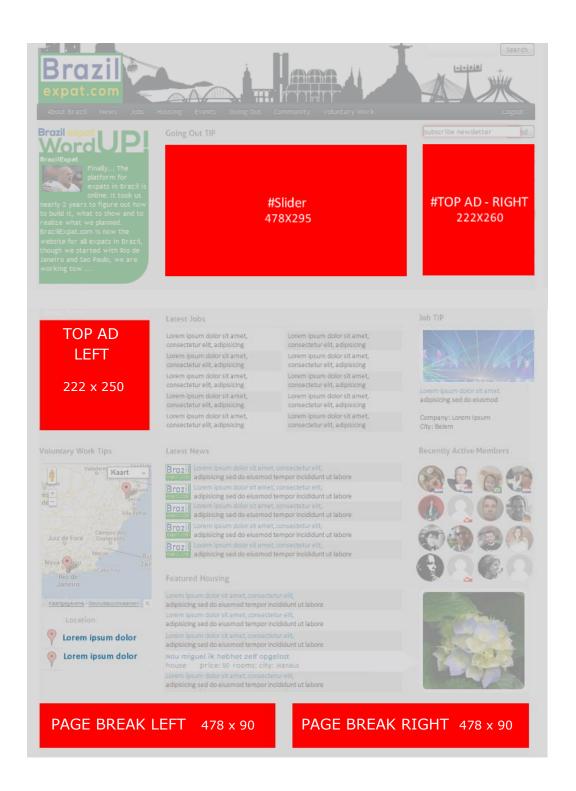
NationExpat

Advertisement Specifications

2016



HOMEPAGE



FOOTER

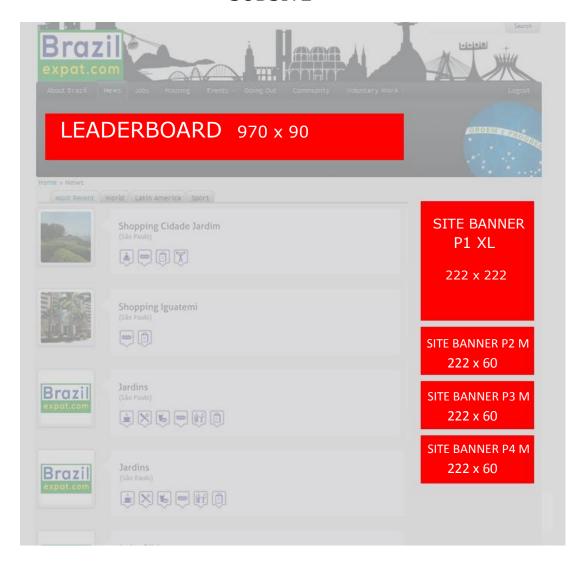
FOOTER #1	FOOTER #2	FOOTER #3	FOOTER #4
234 x 60	234 x 60	234 x 60	234 x 60
Hama FAOr Word Ho Adv	rertise Links Privacy Policy Terms Of Se	arvice lain our Team lain our Neurlette	Offine Discounts Contact

Home page	СРМ	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

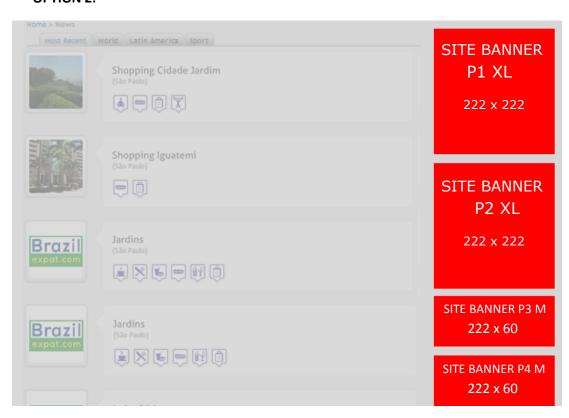
Miscellaneous (featured)	Per month		Size (px)	Remarks
Going out (Featured on Homepage)	€	500,00	485x260	max. 5 out of 10 randomly featured on the homepage (50% chance per impression).
Job-Tip	€	100,00		Also available € 25,- per week image required!
Discount	€	20,00	224x300	Random position on Discount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

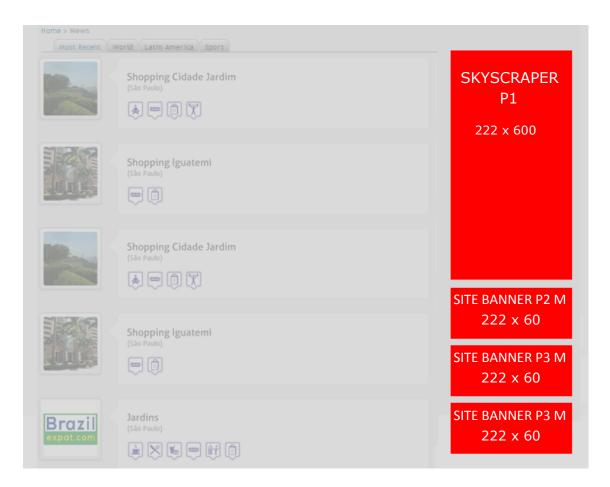
SUBSITE



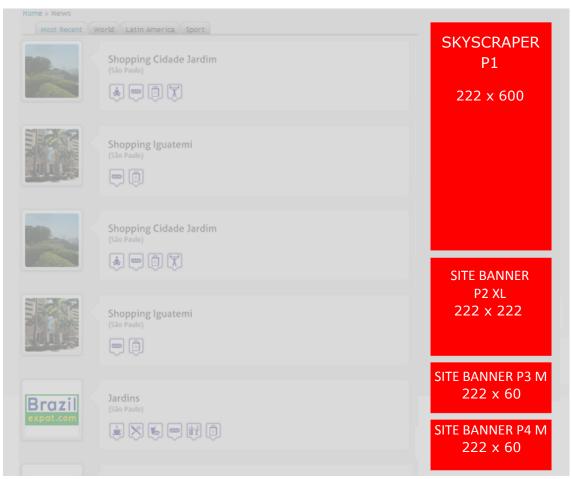
OPTION 2:



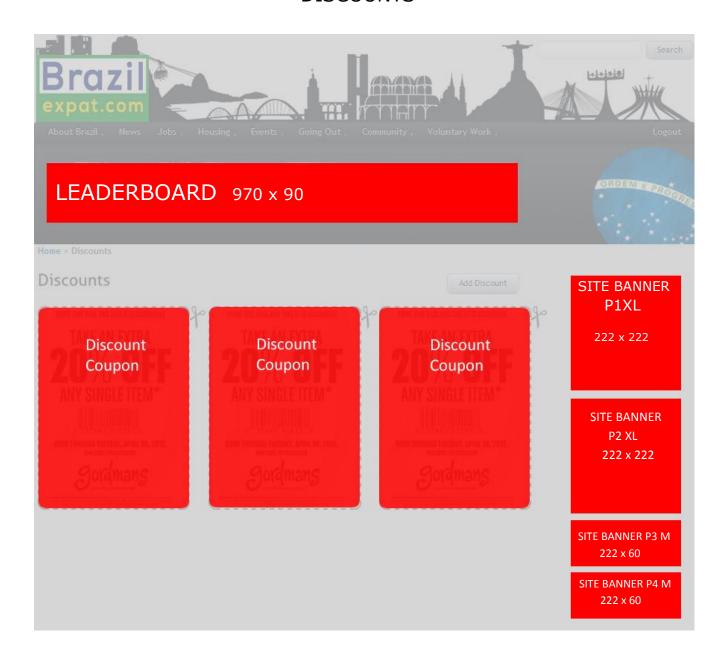
OPTION 3:



OPTION 4:



DISCOUNTS



All-subsites	CPM in	mpressions	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