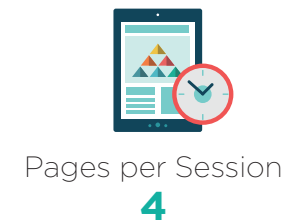


Digital Advertising MEDIA KIT

TIMES OF MALTA

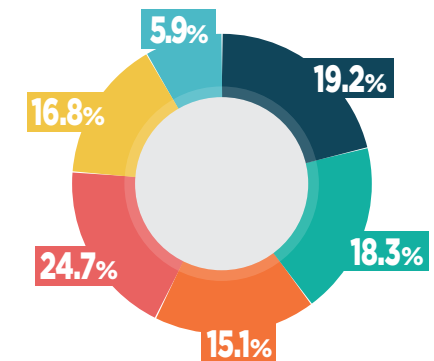
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Key daily figures



Age

65+	24.7%
25-34	19.2%
55-64	18.3%
35-44	16.8%
45-54	15.1%
18-24	5.9%



Gender

Male **61%**  Female **39%**



Advertising Rates

Rates are per week and do not include VAT. Applicable as from January 2, 2017.

Banners

	Home	News	Top Five Stories	National News	Popular Stories	In Discussion	World News	Sport	Business	Comments	Blogs	Life	Classified	Careers	Services
LEADERBOARD Media size: 728 (w) x 90 (h) pixels • Maximum file size: 50KB • File format: gif, animated gif, jpg, png.															
Banner	€265	€185	€185	€185	€185	€185	€115	€115	€115	€115	€115	€115	€115	€115	€115
RECTANGULAR BANNER Media size: 300 (w) x 250 (h) pixels • Maximum file size: 50KB • File format for banner: gif, animated gif, jpg, png. File format for commercial: ogv*.															
Banner	€285	€200	€200	€200	€200	€200	€125	€125	€125	€125	€125	€125	€125	€125	€125
10 second commercial	€315	€260	€260	€260	€260	€260	€215	€215	€215	€215	€215	€215	€215	€215	€215
20 second commercial	€390	€330	€330	€330	€330	€330	€285	€285	€285	€285	€285	€285	€285	€285	€285
FULL BANNER Media size: 620 (w) x 75 (h) pixels • Maximum file size: 50KB • File format: gif, animated gif, jpg, png.															
Banner	N/A	N/A	€155	€155	N/A	N/A	€105	€105	€105	€105	€105	€105	€105	€105	€105
SKYSCRAPER Media size: 120 (w) x 600 (h) pixels • Maximum file size: 50KB • File format: gif, animated gif, jpg, png.															
Banner	€210	€175	€175	€175	€175	€175	€95	€95	€95	€95	€95	€95	€95	€95	€95

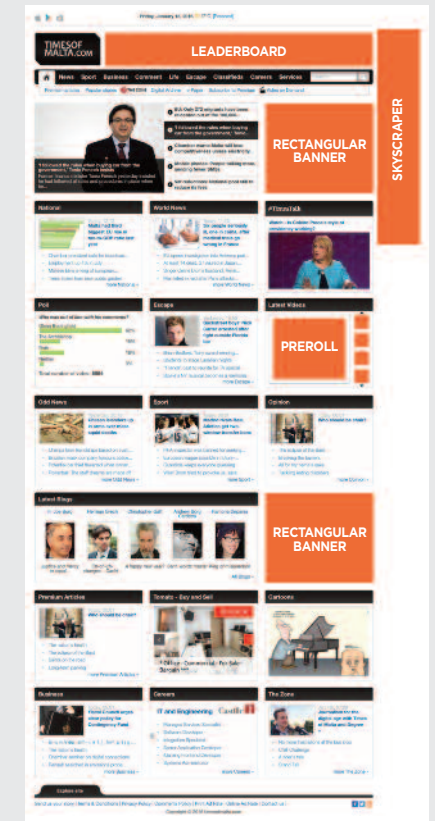
*html5 banner. Placement tag is required

<p>PREROLL Media size: 620 (w) x 348 (h) pixels • Maximum file size: 1MB • File format: MPEG4.</p> <p>5 sec commercial €130 10 sec commercial €220</p>	<p>SKINS Available zones: Top 5, News, National News, Sport, Business, Life, Classified, and Careers.</p> <p>One week starts at €1,050 (100% occupancy. Prices vary per section)</p>	<p>WIDGETS Available zones: In every section and/or sub-section of the website for 12 months.</p> <p>Section starts at €8,500 (100% occupancy) Sub-section starts at €4,000 (100% occupancy)</p>	<p>INTERACTIVE TOKEN An animated digital element placed beneath the Skyscraper on the homepage.</p> <p>One week €1,950 (100% occupancy)</p>
<p>NEWSLETTER Media size: 728 (w) x 90 (h) pixels • Maximum file size: 50KB • File format: gif, jpg, png.</p> <p>Banner €110 per day</p>	<p>MOBILE WEB Media size: 320 (w) x 50 (h) pixels • Maximum file size: 10KB • File format: gif, jpg, png.</p> <p>Banner €125</p>	<p>OVERLAYS A pop-up at article stage for 24 hours filtered by IP for maximum impact.</p> <p>24 hours €2,500</p>	<p>MOBILE APPS Advertising on iOS, Android, Windows • File format: HTML 5, gif, jpg • Media size: 320 (w) x 50 (h) pixels; 320 (w) x 480 (h) pixels; 300 (w) x 250 (h) pixels.</p> <p>Banner €150</p>

Booking Information The above rates indicate a 10% occupancy of the advert location. Maximum exposure available is 100% in all banners apart from the top and bottom rectangular banners that have 200% available exposure. Occupancy refers to how frequently a given advert is displayed in a page or set of pages. For example, 100% occupancy of the leaderboard banner in the home page would cost €2,650 + VAT per week. Alternatively, 20% occupancy of the same advert would cost €530 + VAT per week. Occupancy of any location is sold at a minimum of 10% with 10% increments thereafter. A 25% surcharge applies to increase the allowed file size by 50%. For example, a leaderboard banner at 10% occupancy in the home page would cost €330 + VAT per week.

MEDIA PROCESSING
Banner (banner creation or reformatting existing banner) €60
Html5 banner with no placement tag €90

Advertising Space



Skins (Page Take-Over)

When applied to the main website, take-over adverts are displayed in the background and in the space around the page body. Skins are available on **National News Section, Sports Section** and **Top 5 Articles**.



■ **Yellow space:** Creatives and clickable area. The width and height may be changed. It is up to the client to decide the visibility across devices. The larger the creative, the fewer devices it will be fully visible on.

■ **Orange space:** Background image or colour. If a repeating background image is chosen, and the image repeats horizontally, then it is up to the client to ensure that it aligns correctly with the creatives. Full, single image backgrounds are unadvised. Solid colours, white, or vertical repeating backgrounds have worked well for previous adverts.

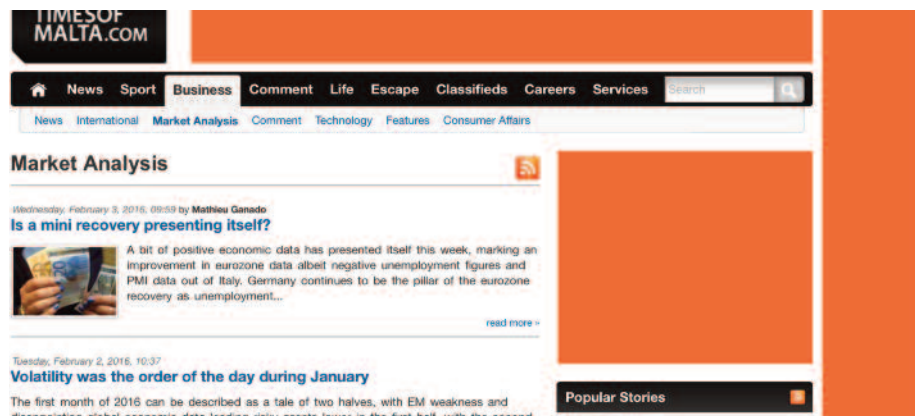
Overlays (Pop-Up Advert)

An overlay is a pop-up advert that runs for 24 hours. When configured, a pop-up video advert is displayed once per reader as it is Cookie based. The reader would see it at article stage. Video playback is tracked on Google Analytics.



Sub-Section Widgets

A dynamic widget that is placed in a sub-section of the site - typically for a year (e.g.: **Business»Market Analysis**). Available in every sub-section of the website. It is the same size as the rectangular banner detailed on the previous page, and placed there at 100% occupancy.



Interactive Token

An icon, available for a week, that expands when the reader hovers over it. When the reader clicks, s/he is taken to a URL. Available in specific sections at 100% occupancy.



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Terms & Conditions

1. It is a condition of acceptance that Allied Newspapers Limited (ANL) does not give any guarantee of date of insertion or against error or omission of advertisements. Furthermore they do not accept liability for any loss or damage caused by an error or inaccuracy in the presentation of the advertisement.
2. Any stipulation or conditions applying to an order must be incorporated within clearly written instructions to be approved by ANL.
3. ANL reserves the right to refuse, cancel, omit or suspend any advertisements on order.
4. All copy and/or media shall be subject to approval of ANL's Management.
5. All copy and/or artworks shall be delivered to our offices three working days prior to commencement of campaign.
6. The placing of an order or contract will be deemed an acceptance of these conditions and no stipulation or condition which conflicts with them will be deemed part of the order unless accepted by ANL in writing.
7. A fee of 10% will be charged on cancellation of an advertisement or insertion. A five working day notice must be given in writing for a said campaign to be cancelled.
8. ANL reserves the right to adjust its advertising rates at any time during the course of the year, even of those advertisements on order (i.e.: of which booking has already been received). In such case/s, advance notice will be given to the client.
9. All prices quoted are weekly rates and do not include VAT.

For advertisement bookings, contact Rene Magri on 2276 4334
e-mail: rene.magri@timesofmalta.com