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**2011 English version**

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#### GENERAL INFORMATION

**Title** : Automatisering Gids Online  
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# Automatisering Gids

online

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#### EDITORIAL FORMULA

**Editorial formula:** AutomatiseringGids.nl reports the latest news as it happens, offers relevant job openings and in depth information for IT managers and professionals.

**Target group:** Professionals involved with Information and Communication Technology, such as IT managers, IT specialists and business managers.

**Specific characters:**

- Large readership which includes decision makers and IT professionals, more than 96,900 visits and 332,000 page views per month (source: Google Analytics).

**Editorial address:** Sdu Uitgevers  
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**2011**

# Automatisering Gids

online

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## ADVERTISING RATES

(all rates are in euros excl. VAT)

### Rates website

Leaderboard	€ 70.--	CPM	(cost per 1,000)
Large Rectangle	€ 80.--	CPM	(cost per 1,000)
Skyscraper	€ 40.--	CPM	(cost per 1,000)
Full Banner	€ 25.--	CPM	(cost per 1,000)
Layer Ad	€ 105.--	CPM	(cost per 1,000)

Top Jobs € 750.-- fixed fee per week

### Rates E-mail Newsletter

Large Rectangle	€ 750.--	per insert
Full Banner	€ 500.--	per insert
Advertorial	€ 850.--	per insert
Leaderboard	€ 750.--	per insert

### Other possibilities:

Expandable Banner	: CPM + 40%
Section Targeting	: CPM + 10%

Whitepapers, Homepage Takeover, Floor Ad and List Rental (Partner Mail) on request

## TECHNICAL DATA WEBSITE:

Leaderboard  
Size : 728 x 90 pixels max 45 kb  
Supply as (dynamic) gif, jpg  
or rich media

Skyscraper  
Size : 120 x 600 pixels max 45 kb  
Supply as (dynamic) gif, jpg  
or rich media

Full Banner  
Size : 468 x 60 pixels max 45 kb  
Supply as (dynamic) gif, jpg  
or rich media

Large Rectangle  
Size : 336 x 280 pixels max 45 kb  
Supply as (dynamic) gif, jpg  
or rich media

+ Extra back-up gif file with an .swf file, max. 30 kb

## TECHNICAL DATA E-MAIL NEWSLETTER:

Large Rectangle  
Size : 336 x 280 pixels max 30 kb  
Supply as (dynamic) gif, jpg.  
Alt-text and URL link.

Full Banner  
Size : 468 x 60 pixels max 24 kb  
Supply as (dynamic) gif, jpg  
or rich media. Alt-text and URL link

Advertorial  
Size : Alt-text, 500 characters and URL  
link

Leaderboard  
Size : 728 x 90 pixels max 30 kb  
Supply as (dynamic) gif, jpg.  
Alt-text and URL link.

# 2011

## CALENDAR

AG Website 24/7 : 7 days a week

AG e-mail Newsletter with a weekly whitepaper edition  
Monday till Saturday : about 13:00 p.m.