

PRIDE

magazine

UPON REQUEST,
WE ARE
ABLE TO DEVELOP
COMMUNICATION
PROJECTS THAT
INTEGRATE MINI SITES,
GALLERY AND
VIDEO

BANNER MEASURES

The banners have different formats and can be:

- > Fixed banners: there will only be one banner in an advertising space
 - > Rotating banners: different banners alternate in the same advertising space.
- The alternation is linked to the page refresh, each time the page is loaded, a different banner will be loaded.

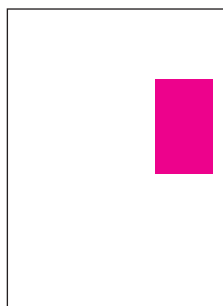
Thanks to the careful study of page layout and contextualised positioning between contents, banners ensure full visibility and consequently high performance in terms of clicks and revenue.

On the
homepage:



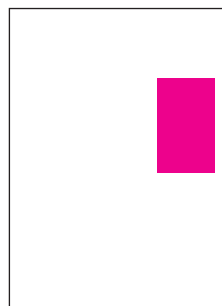
1400x674 px

On the
homepage:



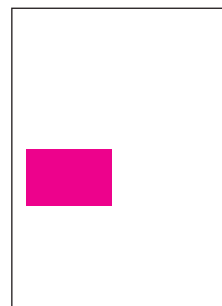
395x580 px

In the articles,
side banner:



395x580 px

In the articles,
inside the article:



900x600 px

Supported files:
jpeg, gif, png

Graphics:
Created by the client (or by us, upon request)

Planning:

- Timed, banner positioned, chosen on one or more pages of the portal, for a certain period at a certain cost. With unlimited banner views.
- CPM (Cost per thousand views): positioned banner, chosen on one or more pages of the portal, with a cost linked to every thousand views of the banner.