



NEWSBOOK

Rate Card

Contact

Petra Urso
 Business Development Manager
 Beacon Media Group
 T: 25699152
 M: 99460380
 E: petra@newsbook.com.mt

Rates

Type	Occupancy	Amount
Leader Board Banners	10%	€150
Rectangular Banners	10%	€195
Pre Roll Adverts	10%	€175
Mobile Banners	10%	€125
Skins	100%*	€850

► Banners may be booked in any preferred section subject to availability:

Home Page

News Sports

Business

Lifestyle RTK

Videos

Audiovisual Native Advertising

- Price: €1,500
- Includes the services of a **Journalist**, **Videographer** and **Video-Editor**
- Advertorial (PR + Video) published on newsbook.com.mt Home Page and also shared on all social media channels



Widget

- Placed on the Home Page
- Exclusive to one market for 12 months
- 100% Occupancy starting from **€8,500 / year**

Booking Information

- Prices for banners are calculated on a **weekly basis**, starting on Monday, ending at midnight on Sunday.
- Banners should not exceed **60kb**. If **Flash** is used, client should provide a static or gif image as back-up for mobile devices. Banners are to be supplied by client, otherwise production costs may be quoted. **Good quality** logo, images and text need to be supplied for banner production.
- Pre-roll video ads are placed at the beginning of news features. Video clips must not exceed **10 seconds**.

Our Product

1 Fair, Accurate & Trustworthy

2 Digital Intelligence: Personalisation of homepage via MyNews

3 Malta's first Facebook Messenger News Chatbot

4 Bilingual Portal – English & Maltese content

5 Launched in 2011
Revamped in 2018

How far we've come



2 million
page views monthly



250,000+
unique visitors monthly



35,000+
unique daily visitors



100,000
followers on Facebook



90,000+
weekly total reach
on Facebook

Audience



57% Women
& 43% Men



25-34 years - Largest



15,000+
users on Native
mobile app

Advertising options

Leaderboard Banner

728 x 90
max file size 50KB
File Format: gif, animated
gif, jpeg, png

Pre Roll 10 sec Advert

10 sec
620 by 348
max file size: 1MB
File Format: MPEG-4

Rectangular Banner

300 x 250
max file size 50KB
File Format: gif, animated
gif, jpeg, png

Mobile Banner

300 x 100
max file size 50KB
File Format: gif, animated
gif, jpeg, png

