NEWSBOOK.COM.MT IS STABILISED AS THE 2ND MOST POPULAR PORTAL IN MALTESE ON AMAZON’S ALEXA.COM.

5 MILLION PAGE VIEWS MONTHLY

450,000+ UNIQUE VISITORS MONTHLY

75,000 UNIQUE DAILY VISITORS

121,000+ FOLLOWERS ON FACEBOOK

AUDIENCE

53% WOMEN

47% MEN

25 TO 55 YEARS

75%

25,000+ DOWNLOADS OF OUR APP

RATE CARD
www.newsbook.com.mt
### Rate Card

**Home Page Section**
- **Leaderboard Banner** 728 x 90 pixels
  - €165
- **Rectangular Banner** 300 x 250 pixels
  - €210
- **Monster Banner** 300 x 600 pixels
  - €275

**News Page Article Section**
- **Leaderboard Banner** 728 x 90 pixels
  - €175
- **Rectangular Banner** 300 x 250 pixels
  - €225

**All Other Sections**
- **Leaderboard Banner** 728 x 90 pixels
  - €150
- **Rectangular Banner** 300 x 250 pixels
  - €195
- **Pop Up Banners** 428 x 53 pixels
  - €175
- **Pre-Roll Adverts**
  - 10 sec, 20 sec, 30 secs
  - €200
- **Skins**
  - Available within News, Opinion & Lifestyle
  - €1,000

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The above rates are based on 10% occupancy. Prices are calculated on a weekly basis, starting on Monday and ending at midnight on Sunday. Banners cannot exceed 60KB.

[Newsbook logo]

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DISPLAY BANNER OPTIONS
The below options include exposure within all banner sizes:

- **100,000 Impressions**  
  €350
- **250,000 impressions**  
  €600
- **500,000 Impressions**  
  €800
- **1,000,000 Impressions**  
  €1,400

NATIVE CONTENT

Native Content  
Incl. Images and FB Share  
€250

Native Article  
w/Videos, Images and FB Share  
€450

Facebook Boost on Native Advertising  
Boost Budget + 10%

NATIVE VIDEO CONTENT

Native Video Interview  
Incl. journalist, videographer, video editor plus accompanying article + images  
€650  
Also includes free boosted Facebook Boost

ONLINE SERIES

A weekly or bi-weekly series of video interviews accompanied by articles  
Incl. services of journalist, videographer, video editor. Interviews will be also supplied to clients in MP4 format  
Also includes free boosted Facebook Boost

- **Bundle of 6-episode series**  
  €3,500
- **Bundle of 12-episode series**  
  €5,500

All the above-mentioned rates are exclusive of 18% VAT.

TERMS & CONDITIONS

1. Beacon Media Group reserves the right to refuse, cancel or suspend any adverts on order.
2. All content shall be subject to approval from Beacon Media Group.
3. All artwork is to be sent at least 3 days prior to campaign going live.
4. A fee of 10% will be charged upon cancellation of an advert. A five working day notice must be given in writing for a campaign to be cancelled without a fee being charged.

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www.newsbook.com.mt

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