

# newsbook.com.mt

# MEDIA KIT

APHNE'S MURDER



... is not a normal situation  
... usual," -



The Maltese community in  
Brussels will make its voice heard

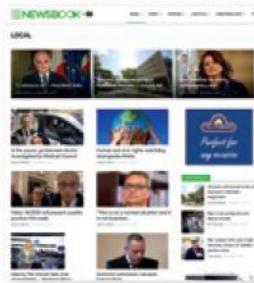
**NEWSBOOK**

RATE CARD  
[www.newsbook.com.mt](http://www.newsbook.com.mt)

**NEWSBOOK.COM.MT** IS STABILISED AS THE  
2<sup>ND</sup> 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

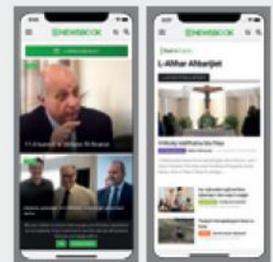


**47%**  
MEN

**25 TO 55 YEARS**

**75%**

**25,000+**  
DOWNLOADS  
OF OUR APP



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# RATE CARD

## HOME PAGE SECTION

**Leaderboard Banner** €165  
728 x 90 pixels

**Rectangular Banner** €210  
300 x 250 pixels

**Monster Banner** €275  
300 x 600 pixels

## NEWS PAGE ARTICLE SECTION

**Leaderboard Banner** €175  
728 x 90 pixels

**Rectangular Banner** €225  
300 x 250 pixels

## ALL OTHER SECTIONS

**Leaderboard Banner** €150  
728 x 90 pixels

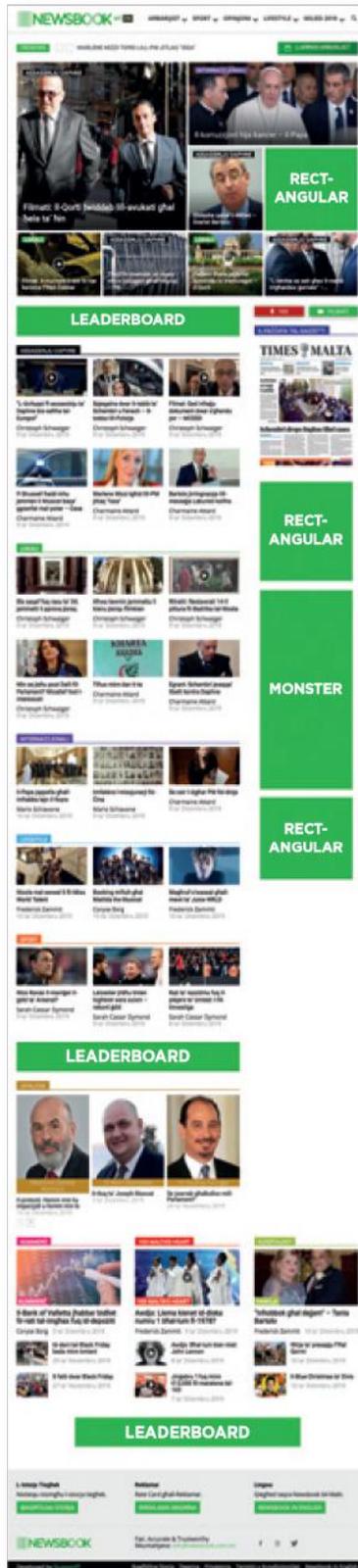
**Rectangular Banner** €195  
300 x 250 pixels

**Pop Up Banners** €175  
428 x 53 pixels

**Pre-Roll Adverts** €200  
10 sec, 20 sec, 30 secs

**Skins** €1,000  
Available within News, Opinion & Lifestyle

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.



## DISPLAY BANNER OPTIONS

The below options include exposure within all banner sizes:

<b>100,000 Impressions</b>	<b>€350</b>
<b>250,000 Impressions</b>	<b>€600</b>
<b>500,000 Impressions</b>	<b>€800</b>
<b>1,000,000 Impressions</b>	<b>€1,400</b>

## 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**

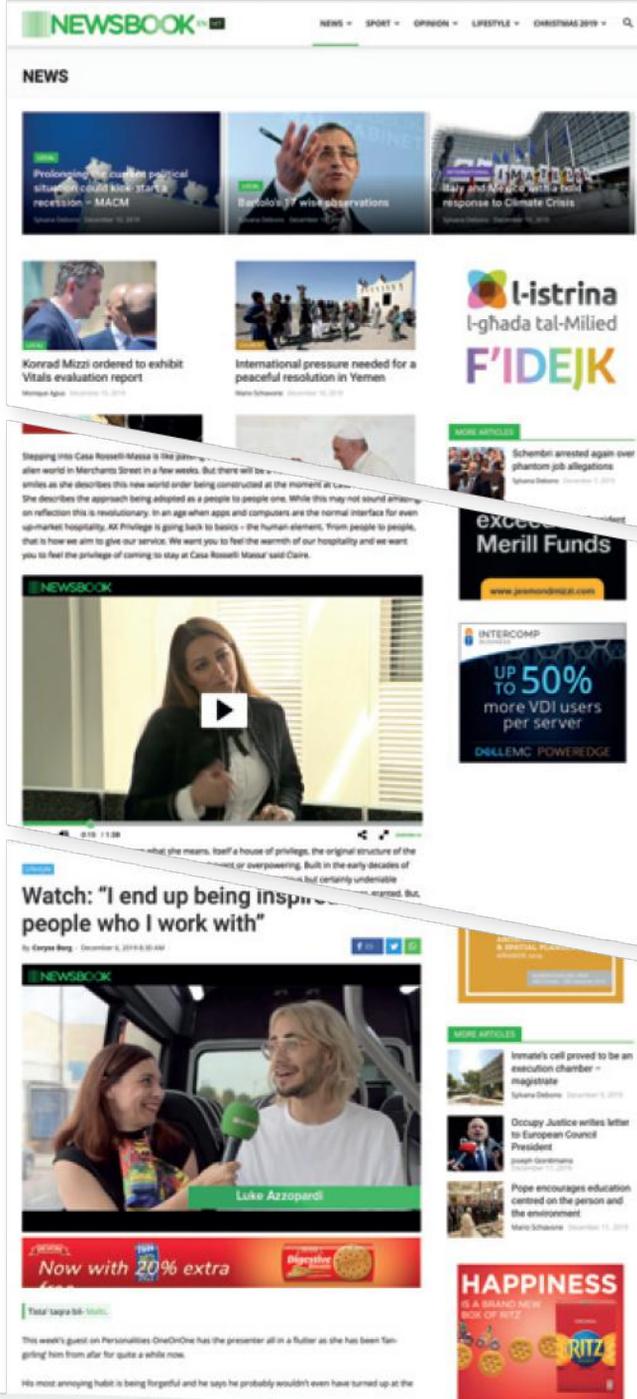
Incl. services of journalist, videographer, video editor. Interviews will be also supplied to clients in MP4 format

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 artworks are 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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## CONTACT

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