

## Over 280,000 opportunities to generate leads

Every month, more than 280,000 people visit thedrum.co.uk, and 18,250 of them have requested to receive THE DRUM's daily e-newsletter.

Thanks to the site's richer content, quality, commentary and breaking news these figures continue to grow on a monthly basis.

### As flexible as you need

Just tell us who you want to talk to and we'll suggest how to grab their attention: microsites, videos, banners, skyscrapers, listings, advertorials... there are so many ways we can make sure you're seen and heard.

### Measurable results

Whatever online campaign you choose you can see, measure and track the results from views to click throughs.

### Keep ahead of the game

Every morning The Drum sends an e-newsletter including a round up of the latest news, blogs and jobs to our 18,250 registered subscriber base. You can reach this targeted audience with a daily, weekly or ongoing banner campaign to ensure your message is one of the first they see in their day.



### Facts & Figures

▶ 362,805 VISITS

▶ 716,137 PAGE VIEWS

▶ 24,675 TWITTER FOLLOWERS

▶ 695<sup>th</sup> MOST VISITED UK SITE

▶ 280,000 UNIQUE VISITORS

WE'RE HERE TO HELP YOU FIND THE BEST ROUTE TO MARKET

Contact Sales Team on 0141 552 5858 or @DrumSales@thedrum.co.uk  
Technical specifications and rates overleaf

## ONLINE RATECARD

	COST	
Directory Microsite*	12 months	£395
Job Vacancy**	2 weeks	£325
Job Vacancy**	4 weeks	£455
E-Newsletter Banner		£150 per day
MPU		£32 CPM
Banner		£27 CPM
Button		£22 CPM

Prices are exclusive of VAT

To stream video through your advert add £345 and to stream audio add £295

\* For further information on Directory Microsite refer to Directory media information page

\*\* For further information on recruitment advertising please refer to Recruitment media information page, post vacancies online, pay with credit/debit card includes a 10% self-service discount

We are able to host Standard and Rich Media formats to ensure your creative has no limits. Please contact us for further information.

All dimensions are based on height x width.

Banners	(728 x 90 pixels)
MPU	(250 x 300 pixels)
Buttons	(60 x 120 pixels)
E-shot Sponsorship	(60 x 120 pixels)
Job Postings	speak to your sales representative

Formats that we can accept are JPEG, GIF or Flash. All files should be supplied with a URL and the size should not exceed 70k (see notes for Flash below).

### GENERAL GUIDELINES

- All rich media ads are evaluated on a case-by-case basis and are subject to approval prior to launch.
- Homepage and section front deployment of floating ads will be approved on a case-by-case basis and subject to testing.
- The freeform ad will be capped to once every 24 hours per user.
- In some cases involving third-party ad serving, click-throughs are not trackable on rich media ads. Consult third-party for click reporting.
- We reserve the right to approve or decline a rich media ad campaign if delivery of site content or user experience is compromised.

### CREATIVE SPECIFICATIONS

- If created in house: Production requires 5 business days for in-unit ads/freeforms and 10 for expandables. Production will not start (nor production timeline) until all materials received.
- If externally produced: We require 5 business days for testing. Advertiser must provide all rich media creative and associated code. For Flash etc., a backup GIF must be supplied that will be displayed when a non-rich media supporting browser is detected.
- Floating/freeform ads may not run more than 12 sec.
- Floating/freeform ads must include a prominently visible close/exit button in upper right corner, which must appear at all times.
- The creative must not automatically download plug-ins or ask the user to download plug-ins.
- Floating ads with audio must include an on/off button. Uninitiated audio is not allowed.
- Standard size ads utilizing rich media to allow expanded content must only open or expand with user intervention such as a mouseover or click action

### FLASH

- Initial load can not exceed file size limits of the ad position being targeted.
- Advertiser must submit .swf file, a backup gif as well as the original .fla file.
- All links in Flash movies must use the following format in order to track clicks:

```
on (release) {  
    getURL ("http://www.insertyourcompanyurl.com",  
        "_blank");  
}
```

\*\*\* NOTE: In order for the tracking function to work properly, Flash files must be saved with Actionscript v2.

We have the facility to work with adservers such as Eyebalster, Doubleclick and TangoZebra. Details upon request