

# Advertising on Ecommerce News



**Rates & Guideline**



## Table of Contents

3. About Ecommerce News
4. Leaderboard
5. Rectangle
6. Billboard
7. Partner button
8. "Read more" advertorial
9. Event highlight
10. Newsletter mention
11. Statistics
12. Terms & Contact

# About Ecommerce News

## Who we are and what we do

[Ecommerceneews.eu](http://Ecommerceneews.eu) was founded by bloggers who write online on a daily basis for years now. The best example is our Dutch ecommerce blog [Ecommerce News](#) (previously known as Webwinkel Weblog). In March 2013 we launched Ecommerce News Europe as the portal for cross-border European ecommerce news.

On a daily basis we inform online store owners and ecommerce managers about the latest trends, news, investments, acquisitions and statistics from the European ecommerce industry.

# Advertisement possibilities

## Leaderboard

The leaderboard is the top banner that shows on top of every page on the website. It is 728\*90 pixels large. Prices: Available for **€700** per month.

*A discount is surely negotiable if you decide to have this ad for a longer period or if you want to book other ads as well.*

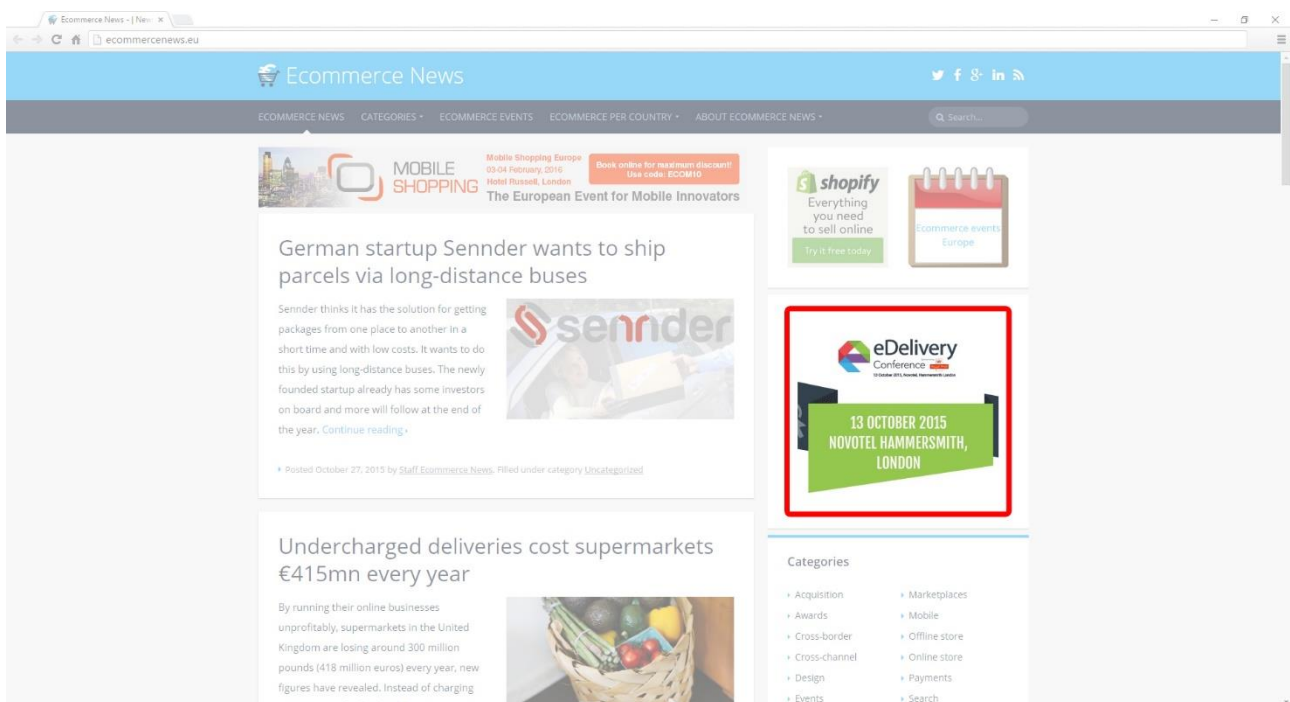
The screenshot shows the Ecommerce News website interface. At the top, there is a blue header with the site name and social media icons. Below the header is a navigation bar with categories like 'ECOMMERCE NEWS', 'CATEGORIES', 'ECOMMERCE EVENTS', 'ECOMMERCE PER COUNTRY', and 'ABOUT ECOMMERCE NEWS'. A search bar is also present. The main content area features a prominent red-bordered advertisement for 'MOBILE SHOPPING Europe'. The ad includes the text: 'Mobile Shopping Europe 03-04 February 2016 Hotel Russell, London The European Event for Mobile Innovators' and a call to action: 'Book online for maximum discount! Use code: ECCMTD'. Below the ad, the main article headline reads 'German startup Sennder wants to ship parcels via long-distance buses'. The article text states: 'Sennder thinks it has the solution for getting packages from one place to another in a short time and with low costs. It wants to do this by using long-distance buses. The newly founded startup already has some investors on board and more will follow at the end of the year. Continue reading.' To the right of the article is a sidebar with several promotional boxes: a 'shopify' box with the text 'Everything you need to sell online Try it free today', an 'Ecommerce events Europe' box, an 'eDelivery Conference' box for '13 OCTOBER 2015 NOVOTEL HAMMERSMITH, LONDON', and a 'Categories' list including Acquisition, Awards, Cross-border, Cross-channel, Design, Events, Marketplaces, Mobile, Offline store, Online store, Payments, and Search.

# Advertisement possibilities

## Rectangle

The rectangle is the square banner right next to the content on every page of the website. It is 336\*280 pixels large. Prices: Available for **€800** per month.

*A discount is surely negotiable if you decide to have this ad for a longer period or if you want to book other ads as well.*



# Advertisement possibilities

## Billboard

The billboard is a big banner on the absolute top of our site that runs with full close-ability. It is 970\*250 pixels large. Price: Available for **€2,500** per month.

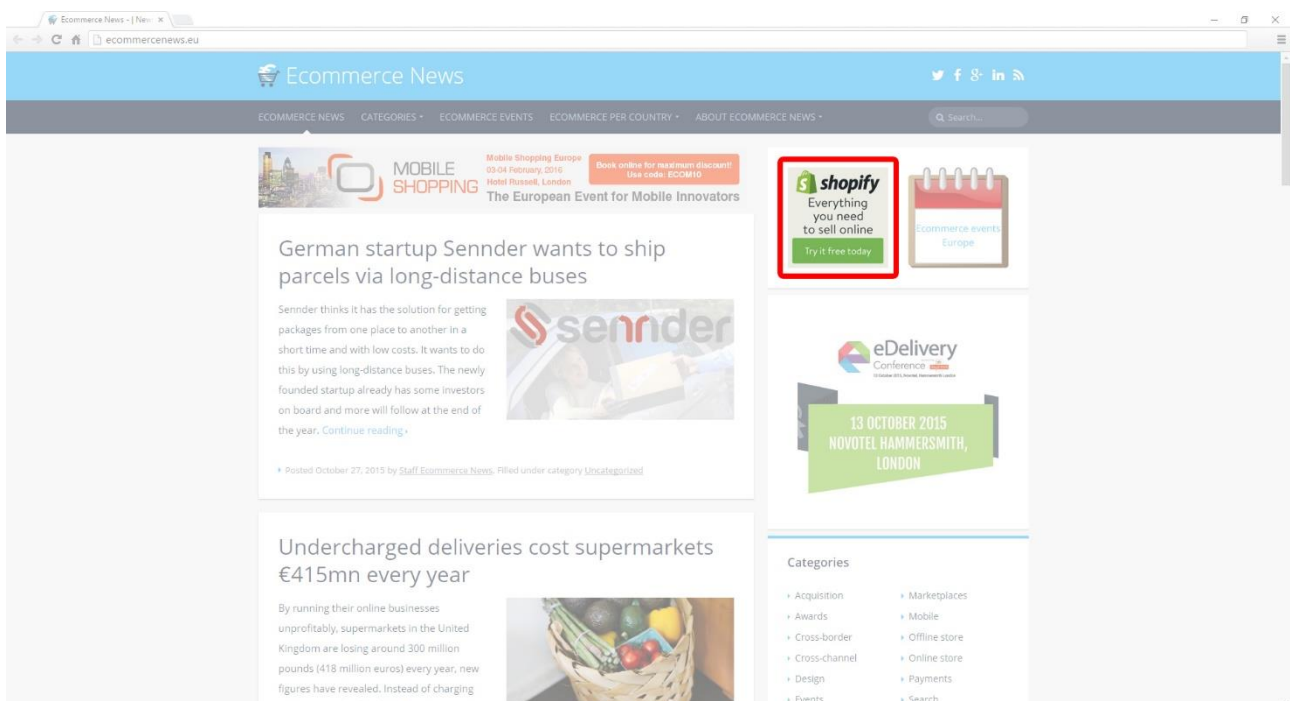
*A discount is surely negotiable if you decide to have this ad for a longer period or if you want to book other ads as well.*

# Advertisement possibilities

## Partner button

This advertisement we use regularly and with great responses from our advertisers on our Dutch website [Ecommerce News Nederland](http://Ecommerce News Nederland). The ads are small, but are shown on every page of our website. So they are real eye-catchers! The ad is 150x150 pixels large. Price: **€250** per month.

*A discount is surely negotiable if you decide to have this ad for a longer period or if you want to book other ads as well.*



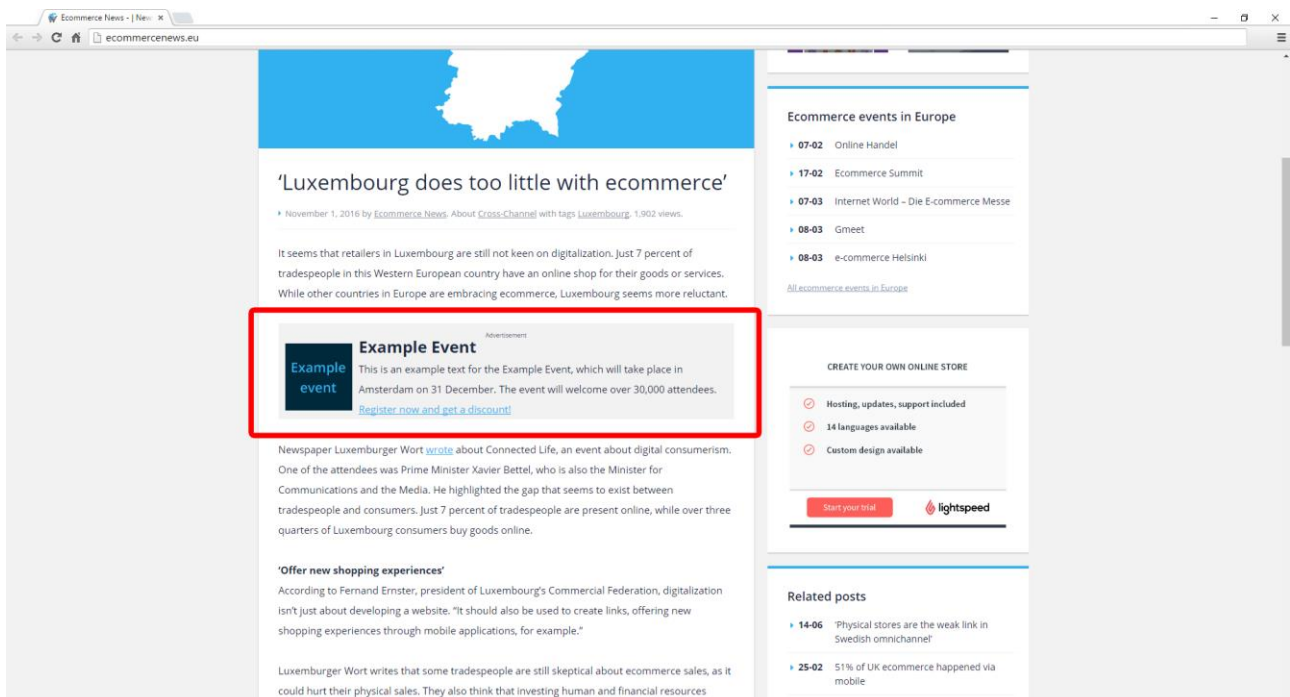
# Advertisement possibilities

## "Read more" advertorial

This type of advertisement will really get the attention of our readers, as it will be displayed in our news articles. As this type of ad is really an eye-catcher, there are some restrictions to the booking possibilities. You can have the ad displayed 100% of the time, but you can then book this ad for only **one month**. If you want the ad displayed 50% of the time, you can book the ad for a longer period.

Price: (100% shown): **€1000** for one month, (50% shown): **€500** per month

*A discount is surely negotiable if you decide to have this ad for a longer period (only applies to the 50% version) or if you want to book other ads as well.*



The screenshot shows a web browser displaying an article on 'ecommerceneews.eu'. The article title is 'Luxembourg does too little with ecommerce'. Below the article, there is an advertisement for 'Example Event' which is highlighted with a red box. The advertisement text reads: 'Example Event. This is an example text for the Example Event, which will take place in Amsterdam on 31 December. The event will welcome over 30,000 attendees. Register now and get a discount!'. To the right of the article, there is a sidebar with 'Ecommerce events in Europe' listing various events, a 'CREATE YOUR OWN ONLINE STORE' section with features like 'Hosting, updates, support included', and 'Related posts'.



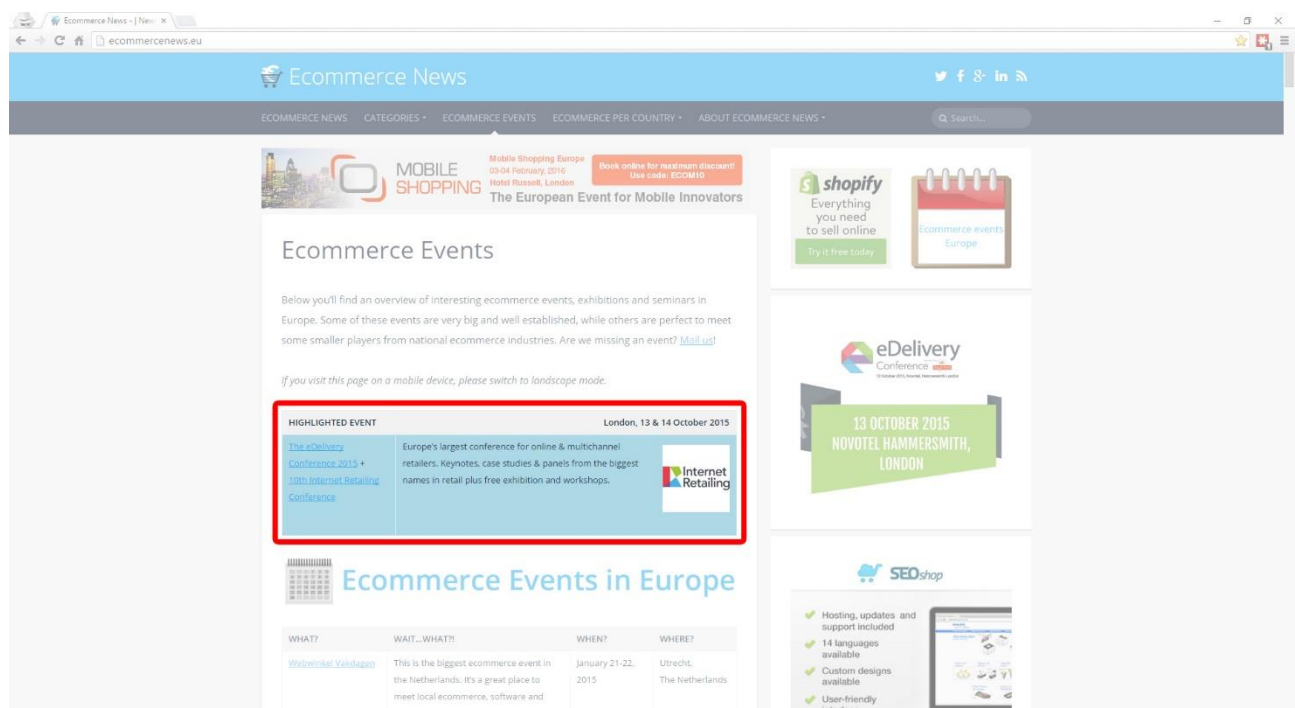
# Advertisement possibilities

## Event highlight

The [Ecommerce Events](#) page is one of our most popular pages. Ecommerce managers, online retailers, marketing executives and other important ecommerce experts from all over Europe and across the globe visit our events calendar every day. You can have your event highlighted on this page!

It will show the name of the event, a short description, a 100x100 pixels logo and of course a link to your ecommerce event. And all this, on top of our popular events calendar. Price: Available for **€300** per month.

*A discount is surely negotiable if you decide to have this ad for a longer period or if you want to book other ads as well.*



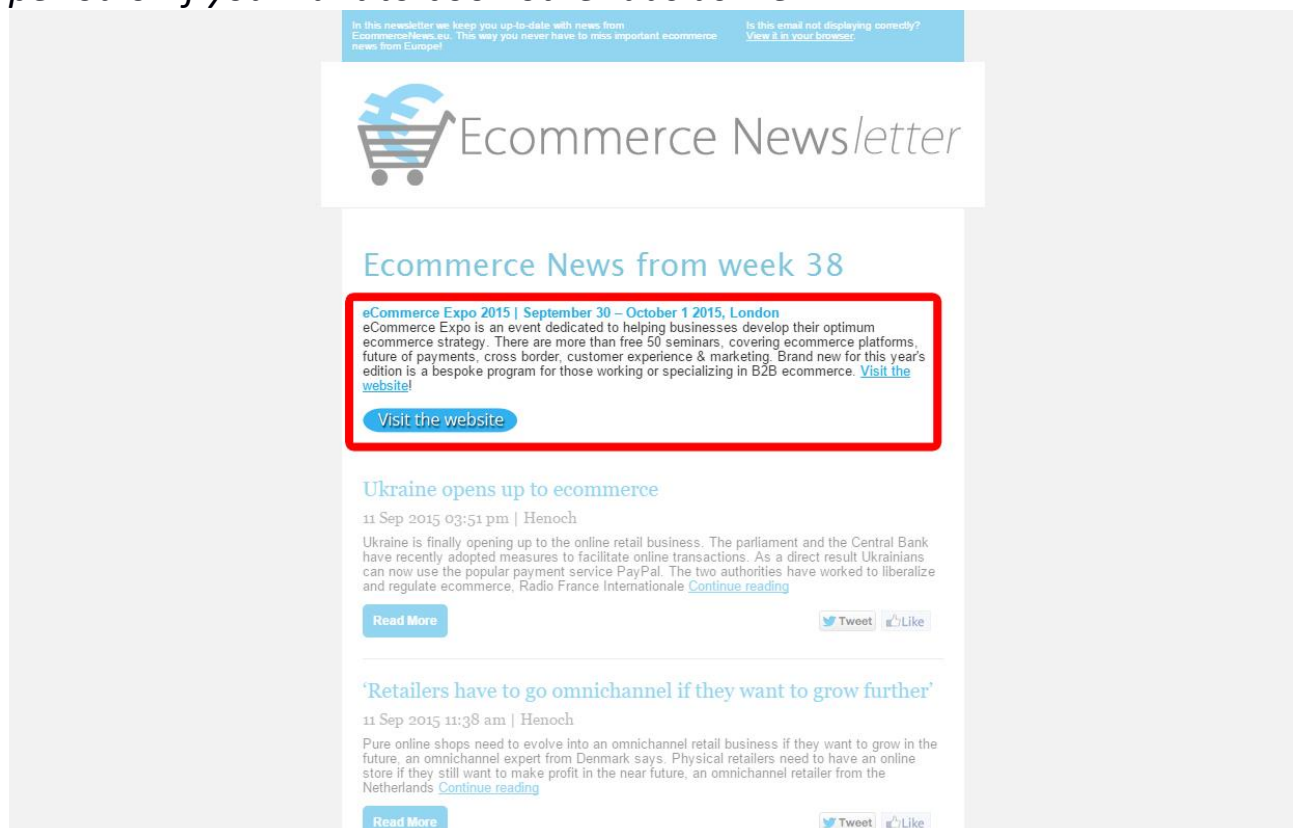
# Advertisement possibilities

## Newsletter mention

Every Monday morning, 9:00 CET, we send out our newsletter to our international readers. They are people working in the ecommerce industry from all over the world, who are interested in keeping up with the latest ecommerce news from Europe.

In this newsletter, we can mention an event or a company on top of all the news that's mentioned in the e-mail. Price: Available for **€200** per mention.

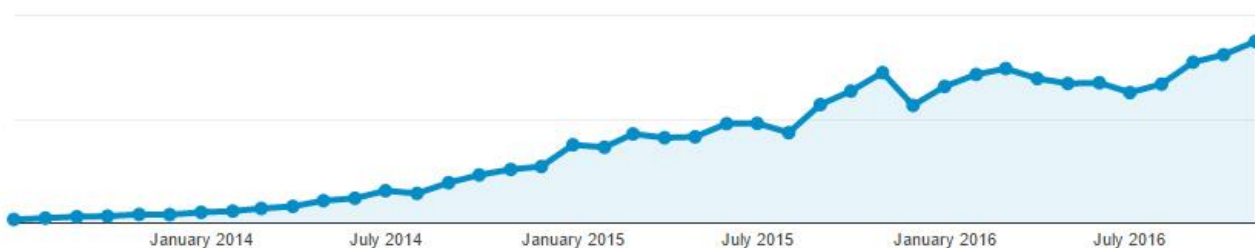
*A discount is surely negotiable if you decide to have this ad for a longer period or if you want to book other ads as well.*



## Further information & contact

### Statistics

Ecommercenews.eu is the fastest growing site in our portfolio. During the month of November in 2016, the number of users visiting our website has increased by **20%** compared to the same period in 2015. We currently welcome about **50,000** unique visitors per month.



We have over 2,600 subscribers to our newsletter, which we send out weekly on Monday. These subscribers are a relevant audience, which is also shown by the 25% open rate and the 8.5% click rate.

## Further information & contact

### Terms

Ecommercenews.eu is a website of Dutch publishing company [Eurolutions.nl](http://Eurolutions.nl). As soon as you've confirmed a banner position by e-mail – please include an invoice address for our administration – you will get an invoice that can be paid by PayPal or bank transfer. Payments go in advance. Visitor statistics are estimated and not guaranteed, but if for any reason we did not deliver as we should, we refund the undelivered part.

### **Eurolutions / Zietuwel.nl**

Kanaalweg 14K

3526 KL Utrecht ([Google Maps](#))

The Netherlands

Registered since 2002 at the Dutch Chamber of Commerce with number [37102174](#).

## Further information & contact

### Contact

If you are interested in advertising on our website, please don't hesitate to mail us your wishes! It's possible to get a discount if you decide to book an ad for a longer period or in combination with other ads on our website.

You can contact us via several ways:

**E-mail:** [info@ecommercenews.eu](mailto:info@ecommercenews.eu)

**Online contact form:** [www.ecommercenews.eu/about/contact/](http://www.ecommercenews.eu/about/contact/)

