

# Advertising on Ecommerce News



**Rates & Guideline**



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# About Ecommerce News

## Who we are and what we do

[Ecommercenews.eu](http://Ecommercenews.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.

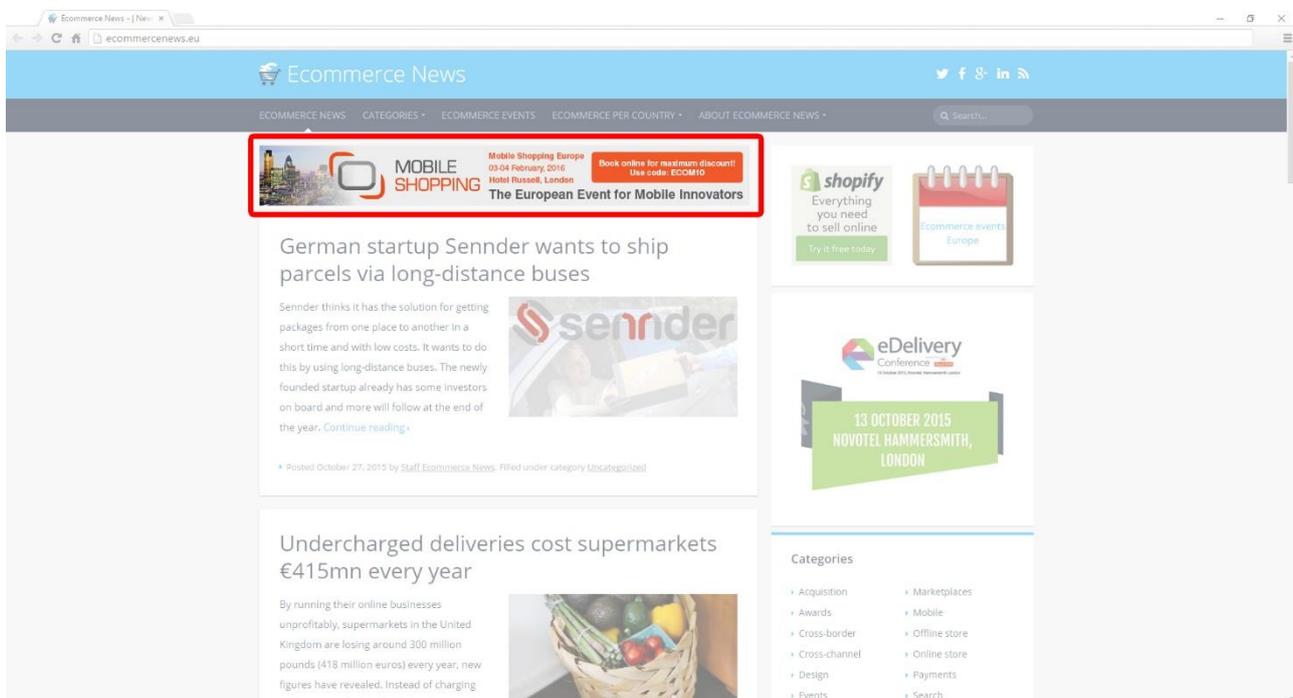
On a daily basis we inform online store owners and ecommerce managers about the latest trends, news, investments, acquisitions and statistics from the European ecommerce industry.

# 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.*

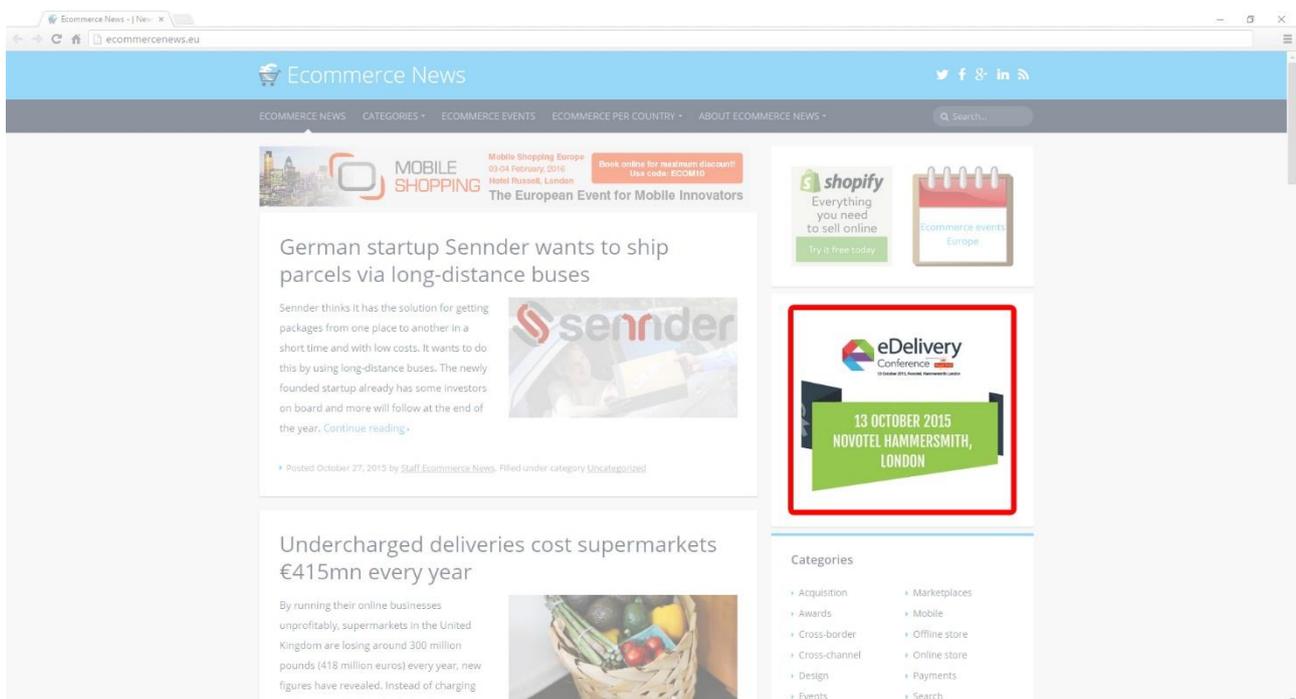


# Advertisement possibilities

## 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.

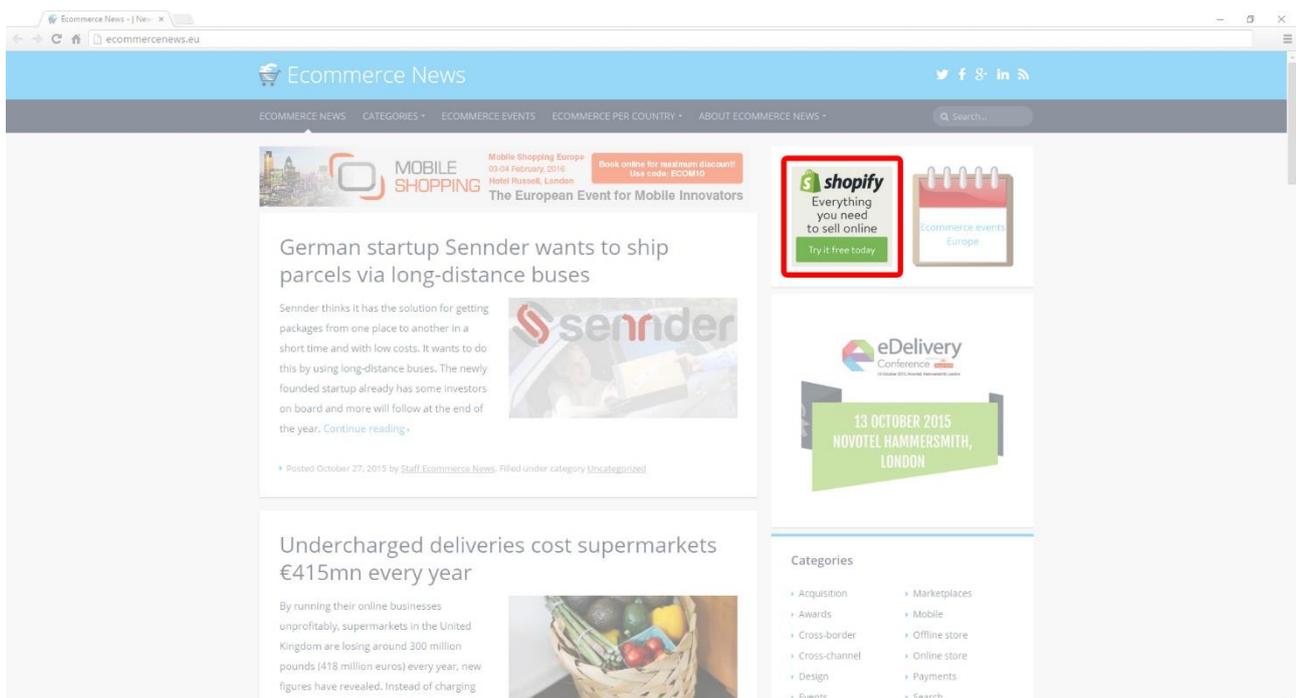
*A discount is surely negotiable if you decide to have this ad for a longer period or if you want to book other ads as well.*

# Advertisement possibilities

## Partner button

This advertisement we use regularly and with great responses from our advertisers on our Dutch website [Ecommerce News Nederland](#). 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.*



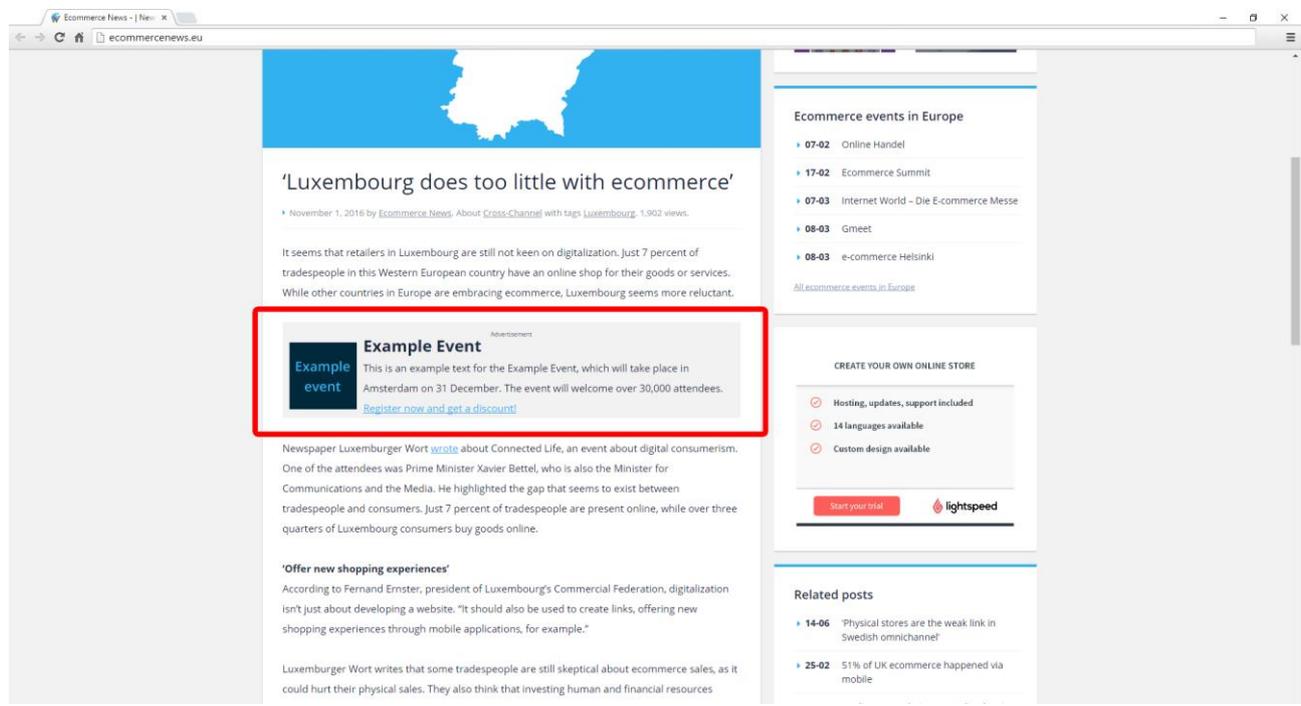
# Advertisement possibilities

## "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.*



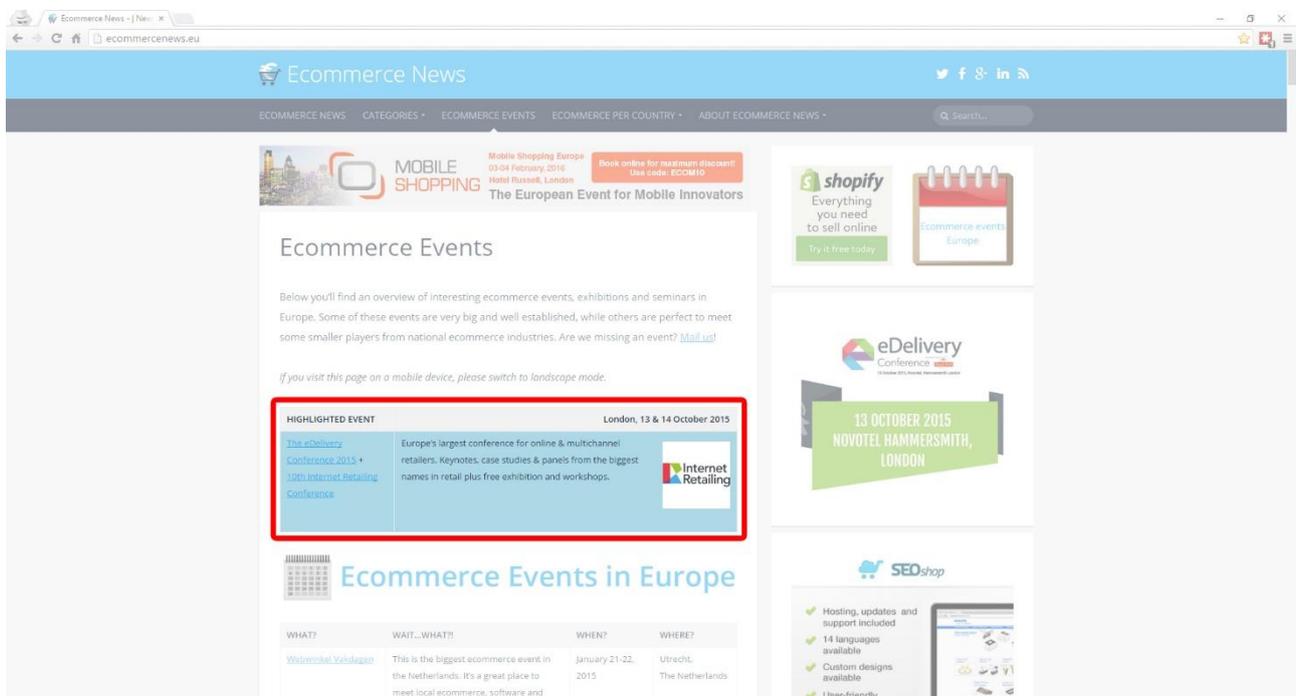
# Advertisement possibilities

## 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.*



The screenshot shows the Ecommerce News website interface. At the top, there's a navigation bar with 'Ecommerce News' and social media icons. Below that, a search bar and a list of categories. The main content area features a 'Highlighted Event' section for 'The eDelivery Conference 2015' in London, 13 & 14 October 2015. This event is described as Europe's largest conference for online & multichannel retailers. To the right of the event description is the 'Internet Retailing' logo. Below the highlighted event, there's a section titled 'Ecommerce Events in Europe' with a table listing other events. To the right of the main content, there are several promotional banners for 'shopify', 'eDelivery Conference', and 'SEOshop'.

WHAT?	WAIT...WHAT?!	WHEN?	WHERE?
<a href="#">Webwinkel Vakdagen</a>	This is the biggest ecommerce event in the Netherlands. It's a great place to meet local ecommerce, software and	January 21-22, 2015	Utrecht, The Netherlands

# 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.*

In this newsletter we keep you up-to-date with news from EcommerceNews.eu. This way you never have to miss important ecommerce news from Europe!

Is this email not displaying correctly? View it in your browser.

## Ecommerce Newsletter

### Ecommerce News from week 38

**eCommerce Expo 2015 | September 30 – October 1 2015, London**  
eCommerce Expo is an event dedicated to helping businesses develop their optimum ecommerce strategy. There are more than free 50 seminars, covering ecommerce platforms, future of payments, cross border, customer experience & marketing. Brand new for this year's edition is a bespoke program for those working or specializing in B2B ecommerce. [Visit the website!](#)

[Visit the website](#)

#### Ukraine opens up to ecommerce

11 Sep 2015 03:51 pm | Henoeh

Ukraine is finally opening up to the online retail business. The parliament and the Central Bank have recently adopted measures to facilitate online transactions. As a direct result Ukrainians can now use the popular payment service PayPal. The two authorities have worked to liberalize and regulate ecommerce, Radio France Internationale [Continue reading](#)

[Read More](#) [Tweet](#) [Like](#)

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#### 'Retailers have to go omnichannel if they want to grow further'

11 Sep 2015 11:38 am | Henoeh

Pure online shops need to evolve into an omnichannel retail business if they want to grow in the future, an omnichannel expert from Denmark says. Physical retailers need to have an online store if they still want to make profit in the near future, an omnichannel retailer from the Netherlands [Continue reading](#)

[Read More](#) [Tweet](#) [Like](#)

## 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 over **50,000** unique visitors per month.



We have over 3,000 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/)

