



Online Advertising Rates

For advertising bookings call on 25699116
email: adverts@newsbook.com.mt

Top horizontal banner rates - 728px (w) x 90px (h) - not more than 60kb file size

	20%	40%	60%	80%	100%
Home Page	€60.00	€120.00	€180.00	€240.00	€295.00
Blog Page	€40.00	€80.00	€115.00	€155.00	€190.00
Other Pages	€30.00	€70.00	€95.00	€125.00	€175.00

Rectangular banner rates - 300px (w) x 250px (h) - not more than 60kb file size

	20%	40%	60%	80%	100%
Home Page	€75.00	€145.00	€210.00	€270.00	€350.00
Blog Page	€45.00	€95.00	€140.00	€185.00	€255.00
Other Pages	€40.00	€80.00	€115.00	€155.00	€190.00

Banner Creation Charges

Static	€90.00
Animated GIF	€120.00
Flash	€180.00
Additional image required	€15.00

Images, text and good quality logo need to be supplied in order to create a banner;

Adverts are calculated on weekly basis, always starting on a Monday;

The percentages marked above indicate exposure on a webpage;

What's it about?

Newsbook.com.mt has been designed to offer a modern approach to news gathering and preparation. This news portal offers users an interactive experience by integrating the most successful features associated with social media networks and mobile technologies.

The portal will include high visual content relayed on social media networks; headlines and summaries with limited characters; interactive dialogue through vetted comments and web polls; audio content relayed from RTK News for in-depth coverage and news summaries; publish other local news slants and stream current-affairs radio programmes.

Newbook.com.mt boast of a number of high-profile bloggers which include a Bishop, a top Maltese EU official, a highly respected economist, an expert in the social sector, a prominent lawyer and a youth representative from a students' organisation.