

2009



banners web

Web banner advertising

web banners

Advertise to booksellers worldwide via the Logged In Account Holders Menu of www.gardners.com

We limit the number of banner positions to 5 in any one week which ensures good exposure as the banners switch over randomly through the day.

Your banner will link to a promotion page which offers you the opportunity to upsell your title/s using additional text and imagery and can even facilitate a short list of titles beneath. Ultimately each title hyperlinks to the title information page on our website.

1. Web Banner appears in the top frame of the logged in section of www.gardners.com



If you have a single title you can omit the Promotion Page and link direct to the Title Page

1 Week £100

2 Weeks £200

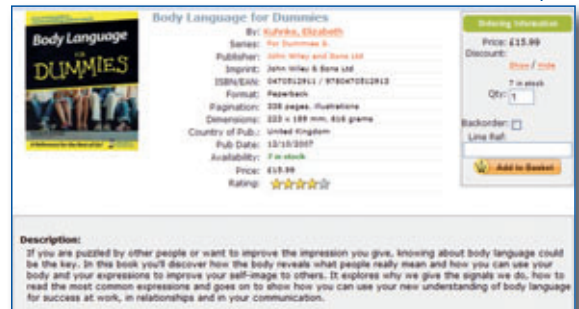
3 Weeks £300

1 Month £350

2. Promotion Page (as supplied by you) appears when the banner is clicked upon



3. Title Page This is automatically generated by our website



web banner specifications

Web Banner

- Static or animated .gif
- 468x60 pixels (72dpi)
- Maximum 6 frames
- Maximum 40KB file size
- Flash not supported

Promotion Page

- Static .gif or .jpg
- Maximum 800w x 560h pixels (72dpi)
- (Include 'click here' graphic to prompt click through to order page/s).

*variable

Position	Booking & Artwork deadline	Publishes every...
Web Banner	2 weeks prior to 'go live' date	Monday

If you wish to book advertising space we ask that you contact your buying contact in the first instance to talk through your plans. Once you have done this please e-mail webmarketing@gardners.com with your contact details, the position you wish to book and the issue you wish the advert to be placed in. Finished artwork should also be submitted to this e-mail address by the deadlines stated.