



Newsbook.com.mt Advertising Rates

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All prices quoted are exclusive of VAT

Horizontal Banner	728px (w) x 90px (h)				
	20%	40%	60%	80%	100%
Home Page	€75	€143	€203	€255	€300
Other Pages	€95	€180	€260	€325	€380
Blog Page	€40	€75	€110	€135	€160

Rectangular Banner	300px (w) x 250px (h)				
	20%	40%	60%	80%	100%
Home Page	€95	€180	€260	€325	€380
Other Pages	€120	€225	€325	€410	€480
Blog Page	€40	€75	€110	€135	€160

Newspaper Mini-banner	300px (w) x 100px (h)	
	50%	100%
Home Page	€55	€95

Newsletter Banner	384px (w) x 77px (h)	
	50%	100%
Daily & Weekly Newsletter	€40	€75

Banner specifications

- Banners should not exceed 60kb.
- If flash is used, client should provide a static or gif image as back-up for mobile devices.
- Banners are to be supplied by client, otherwise production costs may be quoted.
- Good quality logo, images and text need to be supplied for banner production.
- Prices for banners are calculated on a weekly basis, starting on Monday, ending at midnight on Sunday.
- Percentages indicate occupancy for the respective banners.

What's it about?

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

The portal includes the latest local, foreign, sports, technology and Vatican news; high visual content relayed over social media networks; interactive dialogue through vetted comments; web polls; audio content for in-depth coverage and news summaries; and streaming of current-affairs programmes.

Newsbook.com.mt features high-profile bloggers which include a Maltese EU Parliament official, a highly respected economist, an expert in the social sector, a media expert, a lawyer, as well as a canon lawyer.

Newsbook on your smartphone



Preroll Video Clips (per number of plays)	30,000	50,000	75,000
	€300.00	€475.00	€700.00

Video specifications

- Video clips are placed at the beginning of news features
- Video clips must not exceed 8 seconds
- Media: 1920x1080p at 30fps, encoding: MP4H.264
- Video clips are to be supplied by client, otherwise production costs may be quoted.
- Number of plays is public and can be monitored through the video sharing website 'Vimeo'.