AVM AudioVisuelle Medier

STRENGTHENS YOUR ONLINE MARKETING STRATEGY

Avm.dk supplements the AVM Magazine and is the leading Internet portal with news from the professional AV-industry in Denmark. Avm.dk provides a broad range of articles, pictures and video clips with daily news and updates. Advertising with avm.dk will improve your search engine optimization (SEO) and the brand of your company. You can use avm.dk to post product news, job openings, campaigns, receptions and other information relevant to your company. To make it easy and appealing we introduce online packages of different sizes that give both value and impact. We also offer to make solutions that fit your individual needs.

AVM is an effective partner in your online advertisement strategy. We are an independent and leading media platform with daily news from the AV-industry in Denmark. Each month we have more than 6.000 visitors on avm.dk and 2.000 receivers of the weekly newsletter AVM Online. Furthermore, we have a database with more than 6.000 articles and news. A large part of our readers demands more focus on news online. This demand opens up new possibilities for the strategic online promotion of your company.

READERS BY NUMBERS

AVM.dk:
Monthly visits: ca. 6.200
Unique visits: ca. 4.300
Average time: 1 min. 35 sec.

Newsletter AMV Online:
No. of readers: 2.000
Publishing frequency: Weekly
Publishing day: Monday
Read by: 33%

ONLINE MEDIA INFORMATION

Your guide to effective online marketing

MEDIUM ONLINE PACKAGE

This annual agreement is suitable for extended SEO. Ideal for two yearly events, campaigns, product news etc. With this package you can try AVM WebTV, and it will create better online exposure on avm.dk and in AVM Online.

2xtext links on avm.dk, 2xlarge banner in AVM Online (4 insertions), 2xs small banner in AVM Online (4 insertions), 2xtext links in AVM Online (4 insertions), 1x small banner on avm.dk.

Normal price/year: Euro: 4.735,-
YOUR PRICE: Euro: 3.585,-

DISCOUNT: EURO: 880,-

LARGE ONLINE PACKAGE

Annual agreement ideal for increasing company exposure online on all the avm-platforms and for launching 3-5 product news throughout the year. Creates significantly better SEO for your company.

Product surveillance on 1 product, 6x large banner in AVM Online (12 insertions), 6xs small banner in AVM Online (12 insertions), 6xtext links in AVM Online (12 insertions), 1x topbbanner on avm.dk, production of 2 video clips for AVM WebTV (incl. text links and hosting min. one year).

Normal price/year: Euro: 12.665,-
YOUR PRICE: Euro: 9.985,-

DISCOUNT: EURO: 2.680,-
### SIZES AND RATES FOR AVM.dk

<table>
<thead>
<tr>
<th>TYPE</th>
<th>FORMAT</th>
<th>WIDTH X HEIGHT</th>
<th>PRICE PER MONTH</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Small banner</td>
<td>92 x 140 pixels</td>
<td>Euro 200,-</td>
</tr>
<tr>
<td>2</td>
<td>Large banner</td>
<td>159 x 200 pixels</td>
<td>Euro 335,-</td>
</tr>
<tr>
<td>3</td>
<td>Topbanner</td>
<td>760 x 150 pixels</td>
<td>Euro 935,-</td>
</tr>
<tr>
<td>4</td>
<td>Double banner</td>
<td>335 x (min. 100 pixel)</td>
<td>Euro 35,- pr. 10 pix (height)</td>
</tr>
<tr>
<td>5</td>
<td>Text links (on WebTV eller subpage)</td>
<td>Max 20 characters + link</td>
<td>Euro 135,- Changes Euro 65,-</td>
</tr>
<tr>
<td>6</td>
<td>Ad on the front page</td>
<td>300 x 250 pixels</td>
<td>Euro 335,-</td>
</tr>
<tr>
<td>7</td>
<td>Ad in an article</td>
<td>250 x 250 pixels</td>
<td>Euro 265,- Changes Euro 65,-</td>
</tr>
<tr>
<td>8</td>
<td>Product surveillance</td>
<td>Each service is for min. 6 month</td>
<td>Euro 135,-/month Changes Euro 65,-</td>
</tr>
</tbody>
</table>

### TYPE 5: TEXT LINKS
With this service you can post text links in articles that have relevance for your company and your company products. This service provides an opportunity for you to actively improve your SEO.

### TYPE 8: PRODUCT SURVEILLANCE
This service is specifically made for increased SEO. You choose a product that has value for your company to be connected to. Every time this product is mentioned on avm.dk we will post a text link that connects to your relevant webpage. The surveillance can include one or more products, and the price is per product. Therefore the service can activate more than one text link per product, but the price stays the same.

Text links and product words have to be specific and approved by AVM. Contact us for further information.

### ADVERTISING IN THE NEWS LETTER
The weekly newsletter AVM Online is free and everyone can subscribe. You can get your banner in the newsletter:

- Large banner 290 x 180 pixels ____________ Euro 465 (2 insertions)
- Small banner 290 x 90 pixels ____________ Euro 335 (2 insertions)
- Text link (Max 20 characters + link) ____________ Euro 135 (2 insertions)

The banner can be used for announcing product news, job openings, receptions etc. The prices include 2 insertions and link to own webpage.

### NEWSLETTER DEADLINE
Deadline for ad material and editorial deadline for the newsletter is Friday every week. The newsletter is released every Monday.

### ADVERTISING MATERIAL
The material is accepted in gif, jpeg, png or svf and it should be mailed to sms@avm.dk.

Size: We recommend you to send the files in a reasonable size. We accept codes from a third part if you wish to host the material yourself.

### CONTACT SALES DEPARTMENT
If you want to book an advertisement or get more information, please contact Jakob Vibild.
Phone: +45 7023 2005 or jv@avm.dk

All rates are without VAT and are based on delivery of completed advertising material.