

## Your guide to effective online marketing

# ONLINE MEDIA INFORMATION

### 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%

#### READERS PROFILE

The readers of avm.dk are mainly managers and employees responsible for production, purchasing, education and information in AV production companies, film studios, recording studios, installation firms, schools, universities, advertising agencies, photo stores and companies with internal AV production units. A large part of our readers represent the new generation of employees in the AV industry.

#### EDITORIAL OBJECTIVE

AVM is writing to and about the professional AV business in Denmark. It is our goal to give a broad coverage of the technological development, within professional film production, broadcast, post production, sound, light and live events, and also associated fields such as photo, animation, multi media, streaming, presentation and media convergence. Our special focus is on news, debate and interviews with outstanding professionals. Furthermore we are testing new production equipment and we report from relevant conventions and exhibitions including IBC, NAB and ISE.



#### SMALL ONLINE PACKAGE

Annual agreement suitable for a limited SEO and to create exposure of a single campaign or event during the year. This package will increase the online exposure of your company in general.

**2xtext links on avm.dk, 2xlarge banner in AVM Online (4 insertions), 2xsmall banner in AVM Online (4 insertions), 2xtext links in AVM Online (4 insertions), 1xsmall banner on avm.dk.**

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

**DISCOUNT: EURO: 880,-**

#### 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

**4xtext links, 4xlarge banner in AVM Online (8 insertions), 4xsmall banner in AVM Online (8 insertions), 4xtextlinks in AVM Online (8 insertions), 1xlarge banner on avm.dk, production of one video clip for AVM Web TV (incl. text link and hosting in min. 1 year).**

Normal price/year: Euro: 8.533,-  
YOUR PRICE: Euro: 6.653,-

**DISCOUNT: EURO: 1.880,-**

#### 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, 6xlarge banner in AVM Online (12 insertions), 6xsmall banner in AVM Online (12 insertions), 6xtextlinks in AVM Online (12 insertions), 1xtopbanner 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,-**

# FORMATS ON AVM.dk



## SIZES AND RATES FOR AVM.DK

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

### 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](mailto:jv@avm.dk)