



**DIGITAL ADVERTISING RATE CARD**

**Expatriating.com**  
*informing expats worldwide, since 1999*

## DIGITAL ADVERTISING RATE CARD

Type	Dimensions	Formats	Max File Size	CPM Run-of-Site	CPM Channel Specific
Leaderboard	728 x 90	GIF / JPG / FLA	40 KB	£16	£20
MPU	300 x 250	GIF / JPG / FLA	40 KB	£18	£22
Skyscraper	120 x 600	GIF / JPG / FLA	40 KB	£12	£16
Super Skyscraper	160 x 600	GIF / JPG / FLA	40 KB	£13	£17
Button	120 x 60	GIF / JPG / FLA	40 KB	£7	£11
Page Skin	1600 x 1200	FLA	100 KB	Price on Application	Price on Application

Type	Price
Expandable	Price on Application
Advertorial	Price on Application
Sponsorship	Price on Application

### Advertising Packages

At expatbriefing.com we believe the best way to make the most out of your advertising is by using a selection of different advertising methods across our site.

Advertising is available on either a fixed, channel-specific basis where your banners always appear on the same page(s) for the duration of your contract or a run-of-site basis where your banners rotate with other advertisers and appear on a random basis across a whole site or section.

Fixed advertising is useful for advertisers who offer services that relate to a specific jurisdiction or business sector and who wish to target visitors looking at specific information. Run-of-site advertising is useful for advertisers offering 'global' services or products.

Advertising costs are based on the average number of impressions, in thousands (CPM), your banner will achieve per month; this is the number of times the pages with your advertising on are viewed.