



January
2019

WEBSITE MEDIA PACK

Ei OPERATOR IS THE NEW WEBSITE CREATED BY THE TEAM WHO PUBLISH PRO OPERATOR MAGAZINE.

Specifically developed for UK sprayer operators, Ei OPERATOR offers essential information which supports best practice and thereby encourages sustainable agriculture, improves water quality and protects the environment. It provides high quality, on-line training, advice and information to support sprayer operators, including 21,600 NRoSO members.

Market research indicates that Pro Operator is such a trusted and valued magazine that readers are eager to subscribe to a website produced by the same team. This truly unique combination of printed magazine and dedicated website offers advertisers the only guaranteed means of reaching this specialised audience. On-line advertising prices have been kept at very competitive rates whilst visitor numbers build and discounts are available to clients who choose both the magazine and the website in which to advertise.

WEBSITE DATA (4-month snapshot as at 1st Oct 2018)

Page views 33,280 (av 8320 p/m) **Users** 3,750 (av 937 p/m) **Advert impressions** 10,000 (av 2,500 p/m)

In 4 months, we have awarded over 650 NRoSO CPD points (av 160+ p/m)

ADVERTISING OPTIONS

There are **four size options**: medium rectangle/top, large rectangle, medium rectangle/mid and horizontal banner.

There are **two page placement options**: either the combined pages for Members & Subscribers, or News and Pro Operator pages.

NRoSO MEMBERS PAGES

A range of information and advice supplied free to 21,600 NRoSO members.

Oct 2018 snapshot: 5 pages of editorial

EiO SUBSCRIBER PAGES

A wide range of technical advice and information supplied as individual articles and machinery comparison pages.

Oct 2018 snapshot: 12 pages of editorial and machinery comparisons

NEWS AND PRO OPERATOR PAGES

Up to date news and information and a range of enhanced content from Pro Operator magazine.

Oct 2018 snapshot: 35+ pages of editorial

SPONSORSHIP

WEBSITE SPONSORS

We have several unique corporate partners who offer a wide range of support and advice. If you think your business may benefit from joining our team as a corporate sponsor, please get in touch*

EMAIL MARKETING

We are offering clients the opportunity to advertise in our email marketing campaigns and regular newsletters to registered users of the website. See prices below.

** Note: Our reputation as an independent, trusted source of information within the spraying industry is a very important part of our brand. We will consider sponsorship agreements, but only when it does not affect the integrity of the information we are disseminating. We will never compromise on our professional integrity or independence to gain advertising revenue.*

Ei OPERATOR WEBSITE ADVERTISING FORMATS

ARTWORK SPECIFICATIONS

Artwork should be supplied to the correct size as either a JPG, PNG or GIF file. Max file size should be 150kb. Artwork should be saved for web using RGB colour mode.

POSITION

Please refer to layout opposite

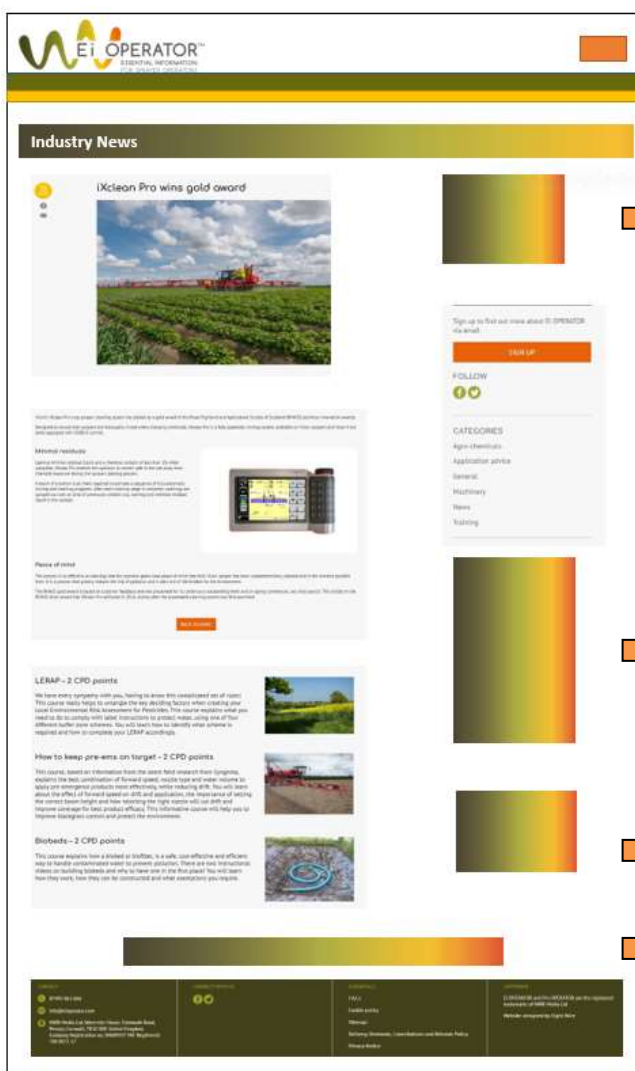
1. Medium rectangle/top
2. Large rectangle
3. Medium rectangle/mid
4. Horizontal banner

ADVERTISING RATES

Please refer to table below

INVOICING

All advertisers will be invoiced on the date of publication. All discounts will become invalid if any negotiated insertions are subsequently withdrawn. Payment terms will then revert to the gross price quoted, before discounts are applied. Late payment charges will be applied on overdue balances. For campaigns running over more than one month, we will at our discretion invoice in instalments. Payment terms are strictly 30 days. See full Terms & Condition below



- 1.
- 2.
- 3.
- 4.

CONTACT – For all advertising and media enquiries, please contact:
 Julia Roberts MOB: 07791 016 384 EMAIL: julia@mwrmedia.co.uk



Ei OPERATOR WEBSITE ADVERTISING RATES

Format	1. Med rectangle/top	2. Large rectangle	3. Med rectangle/mid	4. Horizontal panel
Size (width x height)	300 x 250 px	300 x 600 px	300 x 250 px	970 x 90 px
Max file size JPEG (GIF)	150kb (2MB)	150kb (2MB)	150kb (2MB)	150kb (2MB)
Conditions	Whilst this ad is created to appear at the top of the page, we cannot guarantee that it does so on mobile devices.			We recommend that advertisers also supply artwork that is 320 x 50px which will swap out automatically for mobile.
	Price per month	Price per month	Price per month	Price per month
News & Pro Operator Pages (min 30 pages)	£350	£300	£250	£200
NROSO and EiO members pages (min 15 pages)	£250	£210	£180	£150
Additional fee for GIF	+£50	+£50	+£50	+£50
Series discount for 4 consecutive months	-5%	-5%	-5%	-5%
Pro Operator loyalty discount *	-5%	-5%	-5%	-5%
Agency discount	-10%	-10%	-10%	-10%

* For clients who already advertise in Pro Operator magazine (spring, summer and autumn editions in the current year). All prices are subject to VAT.

Prices quoted are for display advertising only. We don't currently sell Pay Per Click (PPC/CPC) or offer Channel Pricing Models (CPM).

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Ei OPERATOR EMAIL ADVERTISING

We currently have a uniquely targeted email list of subscribers who have opted in to receive our Newsletter. Each email is designed to engage our users with meaningful content which drives them to the website. We will not fill our emails with pages of unsolicited advertorials or feature more than two adverts in each campaign. Editorial will be independent, topical and informative.

ARTWORK SPECIFICATIONS

Artwork should be supplied to the correct size as either a JPG or PNG file. Max file size should be 150kb.

POSITION

Please refer to layout opposite

- 5. Medium rectangle/mid page
- 6. Horizontal banner

ADVERTISING RATES

Please refer to table below

INVOICING

All advertisers will be invoiced on the date of publication. All discounts will become invalid if any negotiated insertions are subsequently withdrawn. Payment terms will then revert to the gross price quoted, before discounts are applied. Late payment charges will be applied on overdue balances. Payment terms are strictly 30 days. See full Terms & Condition below



Ei OPERATOR EMAIL ADVERTISING RATES

Format	5. Med rectangle/mid page	6. Horizontal banner
Size (width x height)	300 x 250 px	150 x 550 px
Max file size (JPEG)	150kb	150kb
Conditions	We do not guarantee the exact position of the artwork but will ensure it sits within the body of the email so that it is situated approximately mid-page.	We do not guarantee the exact position of the artwork but will ensure it sits within the body of the email so that it is situated towards the end of the text.
	Price per Newsletter/campaign	Price per Newsletter/campaign
	£400	£350

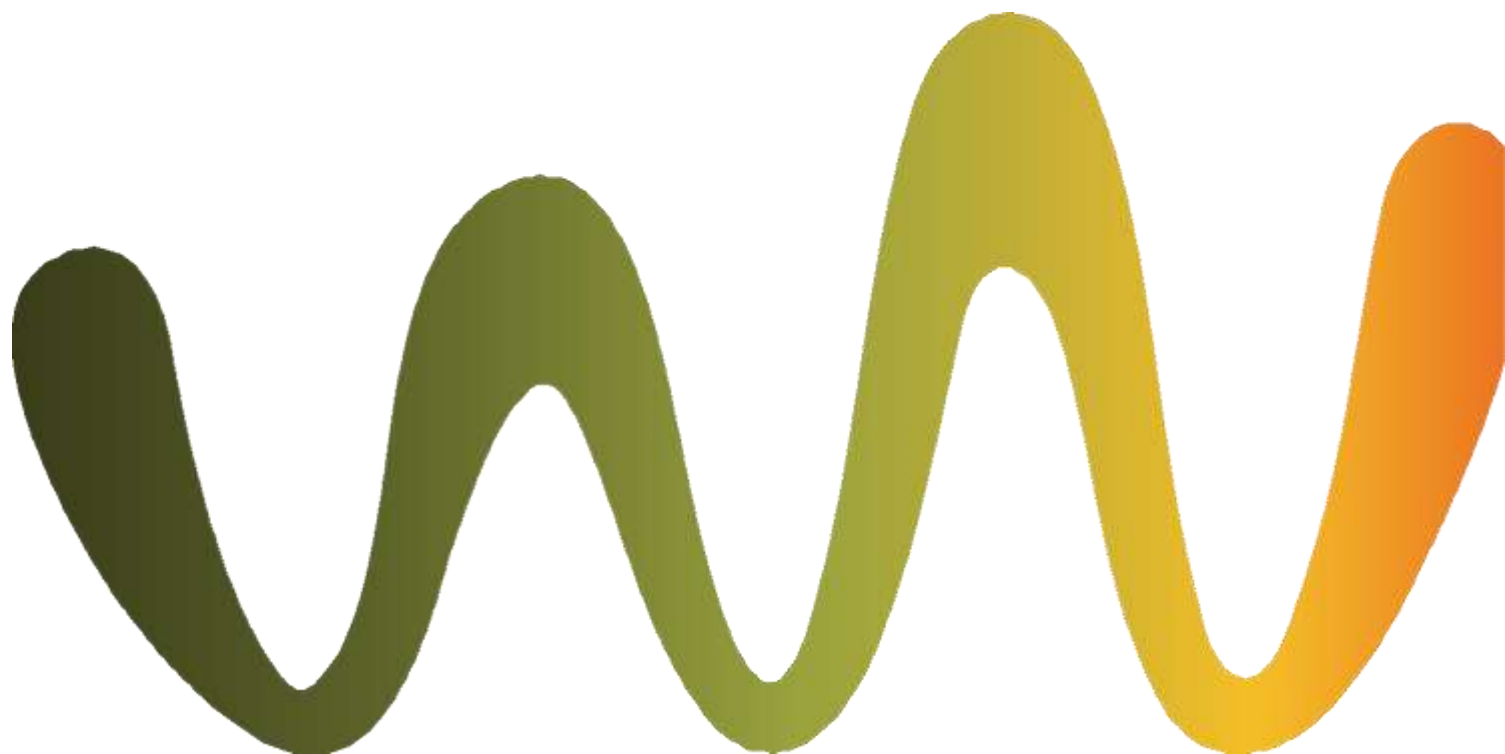
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TERMS AND CONDITIONS

By placing an advertising order, the client or their agent agrees to the following conditions:

- Prices agreed are subject to the terms specified in the confirmation order whereby discounts are conditional upon number of insertions, length of insertion and cross-media advertising. If an order cannot be fulfilled as agreed and for reasons which MWR Media Ltd is not responsible, the client or their agent must refund the discount.
- To supply material by the due date specified at the time of booking. Failure to do so could result in the order not being fulfilled. In this event, the client or their agent will still be liable for the agreed sum and will be invoiced accordingly.
- Invoices will be issued on date of publication and are payable within 30 days. For a campaign spanning a period of more than 3 months, we may at our discretion, invoice in part-payments across the campaign.
- All prices quoted exclude VAT.
- Failure to pay by the invoice due date will result in the client or their agent being invoiced for the discounts previously applied which are conditional on prompt payment. Invoices which remain outstanding after 30 days will also be liable to a late payment charge of 10% of the value of the invoice (net) applied weekly until the account is paid in full.
- We reserve the right to refuse an advert due to contravention of UK law, regulations, content, technical specifications or unsuitability. This decision is entirely at the discretion of the Publisher.
- We do not accept advertising that purports to be editorial and as such, any artwork that does so, will be refused at the discretion of the Publisher.
- Should the advertisement be published in a way that is detrimental to the client and is the fault of the Publisher, MWR Media Ltd will offer to either re-insert the advert or refund the client.
- Complaints should be registered with MWR Media Ltd within one month of publishing and in writing.
- Advertising is sold on a display rate only and MWR Media Ltd cannot guarantee the number of visitors to the site or page views.
- The placing of an advertising order by the client or their agent, constitutes an acknowledgement of the Publisher's Terms of Business.
- Whilst we will make every effort to fulfil the advertising order, in the event of force majeure, the Publisher is released from all obligations to fulfil the order and will not be liable to pay compensation for damages.
- By placing an order for advertising on the EiO website or email, you are accepting the terms and conditions as specified above.



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