



2020 Digital Media Kit

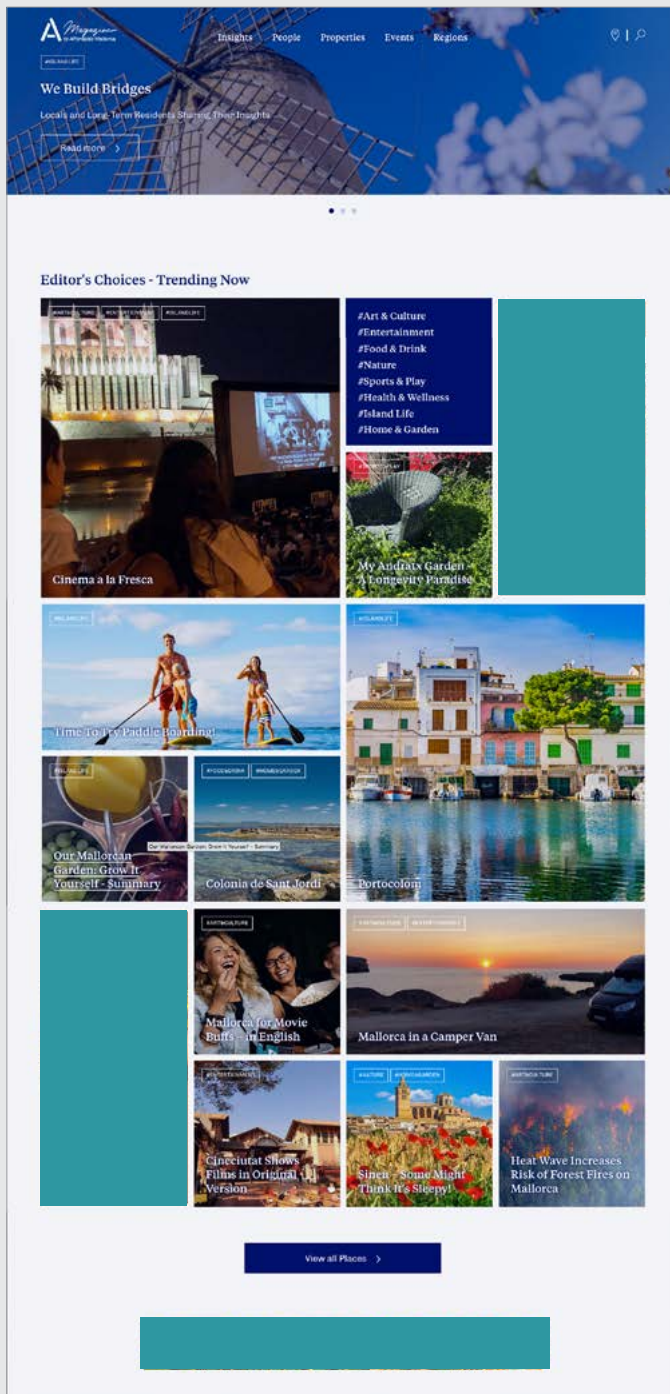
# AFFORDABLEMALLORCA.COM

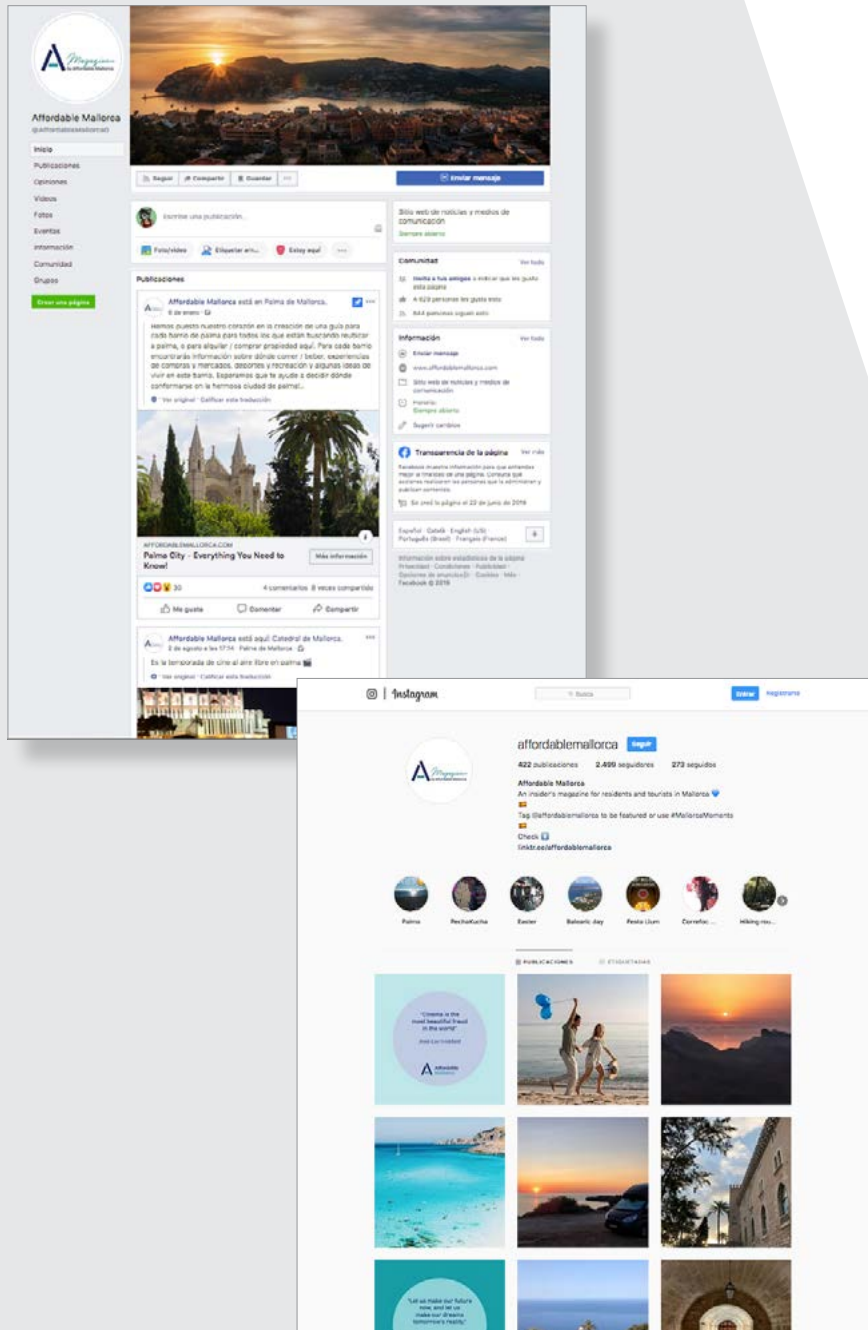
## OVERVIEW

**A Magazine** by Affordable Mallorca features authentic living for English speakers wishing to form part of the local island community. We aren't flashy. We aren't uppity.

You can trust our content and our networking to introduce you to readers that:

- Are delighted with our insights about how to make the dream of living in Mallorca come true
- Want to support local businesses
- Seek practical advice and economical alternatives
- Have sustainable priorities
- Love our down-to earth-stories about the people, neighborhoods and villages.

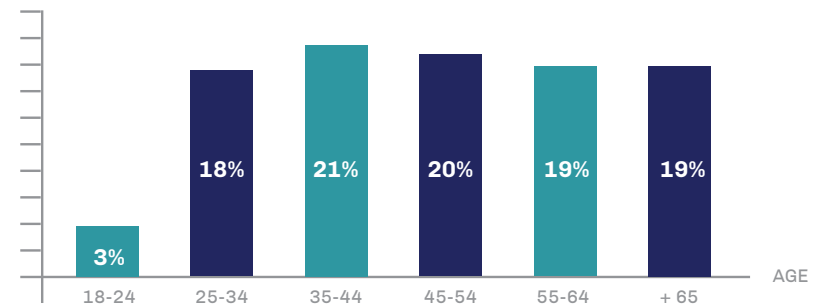
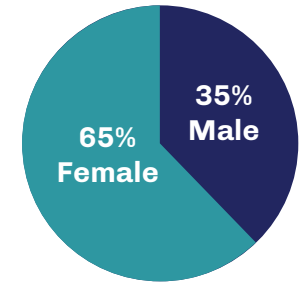




We are just starting and momentum is gaining FAST.

Join **A Magazine** by Affordable Mallorca!

**24k**  
New Users a Month  
English Speakers



## SOCIAL MEDIA

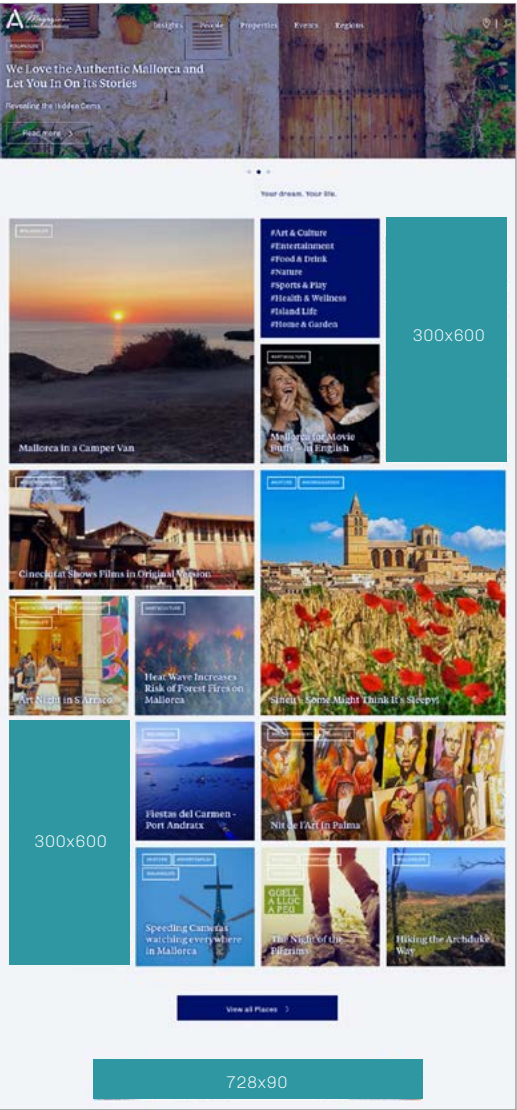
February 2020

**3K**  
Instagram

**3.9k**  
Followers Facebook

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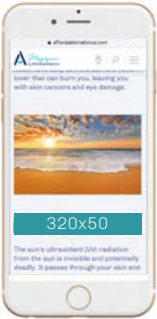
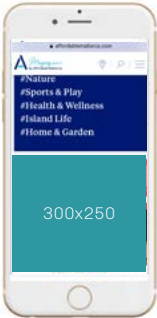
## STANDARD ADVERTISING OPPORTUNITIES



Desktop



Tablet



Mobile

## AD UNITS

- Desktop**
- 300x600
- 300x250
- 728x90
- 125x125 Logo Mosaic

- Tablet**
- 300x250
- 728x90
- 125x125 Logo Mosaic

- Mobile**
- 300x600
- 300x250
- 320x50 (dynamic of 728x90)
- 125x125 Logo Mosaic

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## ADVERTISING FLEXIBILITY I

### HOMEPAGE

Be Bold! Be the first business our readers see! There are 3 positions to choose from.

### RUN OF SITE

Position your company within our reliable content and rotate on all the pages except Home.

### SECTION CHANNEL

Rotation on specific section pages from main menu.

### TOPICS CHANNELS

Rotation on specific content pages that aligns and is relevant to your company.

## SECTION CHANNELS

### INSIGHTS

Our 'on-the-ground' resident writers share the latest original content. We offer Simple Guides on fun, insightful topics to maneuver the practicalities of living on Mallorca. We aim to re-define what a "rich life" means by showing authentic island experiences.

### PEOPLE

Meet the people who create a sense of community on Mallorca. Bridging the local and international residents from more than 128 countries, we feature people who live captivating lives and are committed to respecting Mallorca's legacy, natural environment and creativity.

### PROPERTIES EVENTS

Launching 2019: Affordable Mallorca's property platform. This is an exciting new tool for owners and agents to list properties under 500K. The platform offers document storage to verify the property's true value, geolocation and the possibility to select between traditional or digital currencies.

See what is happening on the island for all age groups and family friendly. Events are listed on our calendar then integrated into our content. The showcasing of village fairs and festivities unveils the character of the place and people who make Mallorca unique as a destination to live, work and play.

### REGIONS

We group content by the 6 regions to support lesser known areas of the island and to educate our readers about all the amazing places, people and businesses on the island.

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## ADVERTISING FLEXIBILITY II

### HOMEPAGE

Be Bold! Be the first business our readers see! There are 3 positions to choose from.

### RUN OF SITE

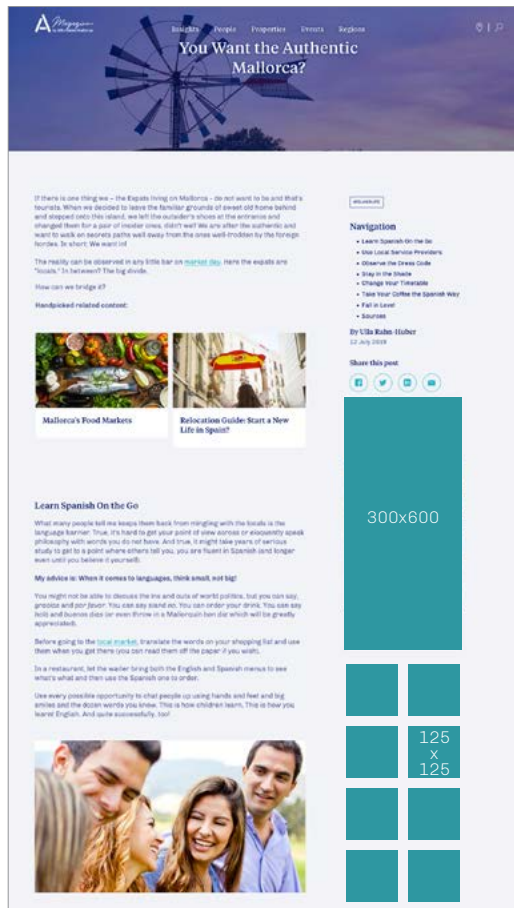
Position your company within our reliable content and rotate on all the pages except Home.

### SECTION CHANNEL

Rotation on specific section pages from main menu.

### TOPICS CHANNELS

Rotation on specific content pages that aligns and is relevant to your company.



## TOPICS CHANNELS

#Villages Profiles

#Island Life

#Ultimate Guides

#Art & Culture

#Nature

#Home & Garden

#Food & Drink

#Sports & Wellness

#Property advice

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## PACKAGES AND PRICES

### **BASIC**

- Comprehensive Company Profile
- One Advert Design
- Choose One Section for Your Advert to Rotate
- Premium Advert Lock on One Article Per Month
- Bold Linked Mention in 2 Relevant Articles\*
- 2 Social Media Actions\*

**235€**

20% Savings Included

### **ENHANCED**

- Comprehensive Company Profile + Top 728x90 Pixel Advert
- One Advert Design
- Rotational Advertising in All Sections Except Front Page
- Premium Advert Lock on One Article Per Month
- Bold Linked Mention in 3 Relevant Articles\*
- 2 Social Media Pushes\*

**495€**

30% Savings Included

### **PREMIUM**

- Comprehensive Company Profile + Top 728x90 Pixel Advert
- One Advert Design
- Rotational Advertising Throughout the Site Including Front Page
- Premium Advert Lock on One Article Per Month
- Bold Linked Mention in 4 Relevant Articles\*
- 3 Social Media Pushes\*
- Non-Rotational Sponsor of 4 Published Articles\*
- 125x125 Pixel Logo on All Articles
- 1 Event Sponsorship

**545€**

45% Savings Included

Price Per Month. 3 Month Minimum Campaign Commitment.

\* Per 3 Month Campaign

Prices Exclude VAT

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## SPECIFICATIONS

### GENERAL GUIDELINES

- All lead time for standard creative is 5 business days.
- All Flash files must contain a blank ClickTag command and linking URLs should be listed separately.
- Units must launch a new browser window when clicked.
- All rich media ads must have an alternative GIF/JPEG version of creative.
- No PSA ads are allowed.
- Affordable Mallorca reserves the right to terminate any campaign according to our discretion.
- No geotargeting
- Please provide a standard image file as backup for times with the user's browser does not support creative functionality like HTML5.
- All 3rd party tags should be submitted containing all necessary pre-inserted macros.

#### DESKTOP & TABLET

- 300x600, 728x90, 300x250
- Formats: GIF, Image, HTML5
- 40k max GIF/JPEG: Up to 3 loops with 15 seconds max animation (loops combined)
- Standard Banner should be built with responsive capabilities
- 125x125 stagnant image logo only

#### MOBILE

- 300x250, 320x50 (Dynamic of 728x90)
- Your ad is shared across all platforms in our responsive site. Rich media units need to support HTML5 or a backup GIF
- 15k max file size GIF/ JPEG
- Host max animation seconds 10-15 seconds max, GIF animation or HTML5 – no flash

#### RICH MEDIA

- 300x600, 728x90, 300x250
- In Banner Video Ads must be user initiated
- 40k max initial load / 100k subsequent polite load / 2.2MB max for file loaded video
- Max video length: 15 seconds
- Video cannot loop more than one time and cannot exceed 15 seconds total animation

Please send all materials or contact us  
[advertise@affordablemallorca.com](mailto:advertise@affordablemallorca.com)

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