



**DIGITAL ADVERTISING RATE CARD**



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Type	Dimensions*	Formats	Max File Size	CPM Run-of-Site	CPM Channel Specific
Leaderboard	728 x 90	GIF / JPG / FLA	40 KB	From £15	From £17
Standard	468 x 60	GIF / JPG / FLA	40 KB	From £10	From £12
MPU	300 x 250	GIF / JPG / FLA	40 KB	From £16	From £18
Skyscraper	120 x 600	GIF / JPG / FLA	40 KB	From £14	From £16
Super Skyscraper	150 x 600	GIF / JPG / FLA	40 KB	From £14	From £16
Vertical	120 x 240	GIF / JPG / FLA	40 KB	From £8	From £10
Vertical	150 x 200	GIF / JPG / FLA	40 KB	From £8	From £10
Button	150 x 75	GIF / JPG / FLA	40 KB	From £5	From £7
Page Skin	1600 x 1200	FLA	100 KB	Price on Application	Price on Application

\* Alternative dimensions can sometimes be accommodated. Please contact us for further information.

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

### Advertising Packages

At Lowtax we believe the best way to make the most out of your advertising is by using a selection of different advertising methods across our network of sites.

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.

For further information please contact [admin@wolterskluwerbsi.com](mailto:admin@wolterskluwerbsi.com).