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## Why Extending Your Brand Online Matters.

Online research is a key part of the industrial buying cycle, particularly during the consideration and selection stages. Metalworking News Online is where buyers search, research and learn about new product technology and new process innovations. Aligning your message with the areas where prospects are likely to look for technical solutions is the essence of contextual advertising and brand development.

ONLINE ADVERTISING RATES		
POSITION	6 months	12 months
Home/Front Page	R1 800.00	R1 500.00
Sub Pages	R1 500.00	R1 200.00
Industry Event	R500.00 per placement per month	
Job Market	R500.00 per placement per month	

- Rates are gross per month, exclude VAT and artwork charges and are for a minimum period as indicated
- Advert positions rotate on page refresh
- Rates include priority placement on all product technology categories associated with your company and a link to your Showroom page

### HOW TO SUBMIT FILES

E-mail files to:  
online@engnews.co.za

### CONTACT

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### BRANDED HYBRID AD

Brand logo with short message	Brand logo graphic or photo
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**LEFT:** 150 x 100 pixels  
text or logo graphic on white background  
10K GIF/JPG (static)

**RIGHT:** Brand logo/image  
150 x 100 pixels  
10K GIF/JPG (static)

**FINISHED SIZE:**  
300 x 100 pixels; 72dpi, 20K Max