



WWW.TIMESOFMALTA.COM

MEDIA KIT

**2022
RATES**

Malta's No 1 Maltese Website

ACCORDING TO BROADCASTING AUTHORITY & SIMILARWEB

OUR NUMBERS

WWW.TIMESOFMALTA.COM

1,300,000+

UNIQUE VISITORS
PER MONTH

22,500,000+

PAGE VIEWS
PER MONTH

04:15+

AVERAGE SESSION
DURATION

85M+

AD
IMPRESSIONS
SERVED
PER MONTH

0.2%

AVG CTR

50%

VIEWABILITY

99%

UPTIME

64%

MOBILE

30%

DESKTOP

6%

TABLET

53% 47%

MALE / FEMALE
READERS

Facebook
200,000+
FOLLOWERS

MALTA

50% OF OUR USERS
80% OF PAGE VIEWS

TENANCY PRICING TIMESOFMALTA.COM

PRICING REPRESENTS A FIXED NUMBER OF IMPRESSIONS ACROSS ALL OUR TRAFFIC (DESKTOP, MOBILE AND TABLET) PER WEEK. ALL PRICES QUOTED ARE EXCLUSIVE OF VAT AND SUBJECT TO AVAILABILITY.

PREMIUM ADVERTISING

HOME / HIGHLIGHTED / NATIONAL NEWS

125,000 impressions @ €500
(€4.00 CPM)

RUN OF SITE ADVERTISING

250,000 impressions @ €500
(€2.00 CPM)

SKINS/TAKEOVERS

PRICING REPRESENTS 100% OCCUPANCY ON THE CHOSEN LOCATION AND DEVICE FOR 1 WEEK.
ALL PRICES QUOTED ARE EXCLUSIVE OF VAT AND SUBJECT TO AVAILABILITY.

DESKTOP HOMEPAGE €5,000	DESKTOP SKIN HIGHLIGHTED €1,500	DESKTOP SKIN NATIONAL €1,000	DESKTOP OTHER €500
	MOBILE HIGHLIGHTED €2,000	MOBILE NATIONAL €1,500	MOBILE OTHER €1,000

Maximum file size: 100Kb. File format: jpg.
For full details and specifications see page 8.

+356 2276 4331

websales@timesofmalta.com

WWW.TIMESOFMALTA.COM

TENANCY PRICING SPORTSDESK.COM.MT

PRICING REPRESENTS % OF ALL OUR TRAFFIC (DESKTOP, MOBILE AND TABLET) PER WEEK.
ALL PRICES QUOTED ARE EXCLUSIVE OF VAT AND SUBJECT TO AVAILABILITY.

DISPLAY ADS

BILLBOARD

970x250px / 728x90px / 300x250px

RECTANGLE

300x250px

HALF PAGE

300x600px / 300x250px

All sizes above

10% @ €100

(You can provide us with all or any of the above)

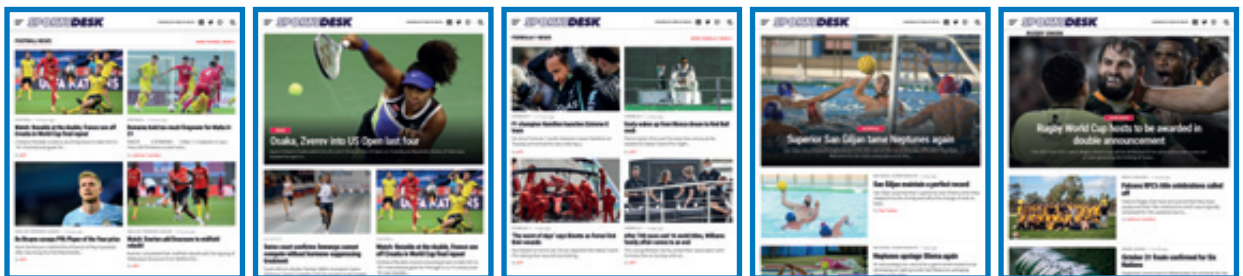
TAKEOVER

DESKTOP TAKEOVER

2560x1080px

100% @ €700

(1200px gutter in middle for content)



Maximum file size: 200Kb. File formats: gif, jpg, html5, mp4.

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WWW.SPORTSDESK.COM.MT

TENANCY PRICING TIMESMOTORS.COM

PRICING REPRESENTS % OF ALL OUR TRAFFIC (DESKTOP, MOBILE AND TABLET) PER WEEK.
ALL PRICES QUOTED ARE EXCLUSIVE OF VAT AND SUBJECT TO AVAILABILITY.

DISPLAY ADS

BILLBOARD

970x250px / 728x90px / 300x250px

RECTANGLE

300x250px

HALF PAGE

300x600px / 300x250px

All sizes above

10% @ €100

(You can provide us with all or any of the above)

TAKEOVER

DESKTOP TAKEOVER

2560x1080px

100% @ €700

(1200px gutter in middle for content)



Maximum file size: 200Kb. File formats: gif, jpg, html5, mp4.

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ENGAGE

NATIVE ADVERTISING

€600

(including €100 as social boost)

+€250

(Video Production)

Communicate your business message with our readers by providing us or letting us write about your story. A great story leaves a lasting impression. All content is posted to our Facebook page with 200,000+ followers, and is boosted.

VIDEO ADVERTISING

€500

(80k out stream impressions
+ 10% pre roll IF AVAILABLE)

If a picture is worth a thousand words, then what is video worth? Run your video advert at least 80,000 times to our engaged audience, appearing before our video content and within our articles.

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bespoke requirements?

GET IN TOUCH WITH OUR
EXPERT SALES PERSONS
TO BUILD YOUR FULLY
CUSTOMISED CAMPAIGN

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DIGITAL ADVERTISING SPECIFICATIONS

RECTANGULAR (IMU)

AD DIMENSIONS:

300px (w) × 250px (h)

MAXIMUM SIZE: 200KB

FORMATS ACCEPTED:

GIF, Animated GIF, JPG, PNG, HTML, AMPHTML, HTML5, MP4



LEADERBOARD

AD DIMENSIONS:

728px (w) × 90px (h)

MAXIMUM SIZE: 200KB

FORMATS ACCEPTED:

GIF, Animated GIF, JPG, PNG, HTML, AMPHTML, HTML5, MP4



BILLBOARD

AD DIMENSIONS:

970px (w) × 250px (h)

MAXIMUM SIZE: 200KB

FORMATS ACCEPTED:

GIF, Animated GIF, JPG, PNG, HTML, AMPHTML, HTML5, MP4



HALF PAGE

AD DIMENSIONS:

300px (w) × 600px (h)

MAXIMUM SIZE: 200KB

FORMATS ACCEPTED:

GIF, Animated GIF, JPG, PNG, HTML, AMPHTML, HTML5, MP4



MOBILE LEADERBOARD

AD DIMENSIONS:

320px (w) × 100px (h)

MAXIMUM SIZE: 200KB

FORMATS ACCEPTED:

GIF, Animated GIF, JPG, PNG, HTML, AMPHTML, HTML5, MP4



VIDEO (PRE-ROLL)

AD DIMENSIONS:

Full HD 1920x1080

MAXIMUM SIZE: 30MB

FORMATS ACCEPTED:

3GPP, MP4, WebM, MPEG, MOV, AVI, VAST 3.0

MOBILE SKIN (TAKEOVER)

AD DIMENSIONS:

414px (w) × 736px (h)

MAXIMUM SIZE: 200KB

FORMATS ACCEPTED:

GIF, Animated GIF, JPG, PNG



SKIN (TAKEOVER)

AD DIMENSIONS:

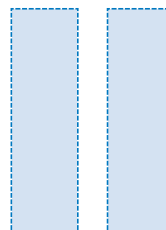
200px (w) × 768px (h)

(2x: left and right)

MAXIMUM SIZE: 200KB

FORMATS ACCEPTED:

GIF, Animated GIF, JPG, PNG



TERMS & CONDITIONS

1. It is a condition of acceptance that Allied Newspapers Limited (ANL) does not give any guarantee of date of insertion or against error or omission of advertisements. Furthermore they do not accept liability for any loss or damage caused by an error or inaccuracy in the presentation of the advertisement.
2. Any stipulation or conditions applying to an order must be incorporated within clearly written instructions to be approved by ANL.
3. ANL reserves the right to refuse, cancel, omit or suspend any advertisements on order.
4. All copy and/or media shall be subject to approval of ANL's Management.
5. All copy and/or artworks shall be delivered to our offices three working days prior to commencement of campaign.
6. The placing of an order or contract will be deemed an acceptance of these conditions and no stipulation or condition which conflicts with them will be deemed part of the order unless accepted by ANL in writing.
7. A fee of 10% will be charged on cancellation of an advertisement or insertion. A five working day notice must be given in writing for a said campaign to be cancelled.
8. ANL reserves the right to adjust its advertising rates at any time during the course of the year, even of those advertisements on order (i.e.: of which booking has already been received). In such case/s, advance notice will be given to the client.
9. All prices quoted are weekly rates and do not include VAT.

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