albeitar Portal Veterinaria

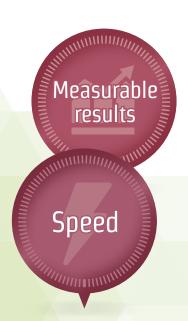
The most complete and effective digital medium for the veterinarian of production animals.



Newsletter subscribers*: 5,893

- * Monthly average between 1-09-2017 and 10-09-2017. Figures for Spain. Source: Google Analytics
 * Glogal figures (until 08/09/2017): unique users per month: 62,924, Contacts (pages views) every month: 94,945.

http://albeitar.portalveterinaria.com/



Albéitar PV is the veterinary leading portal for the veterinarian of production animals. It has a monthly average of 25,197 page views in Spain. A newsletter is sent weekly to more than 5,893 registered veterinarians, with a very high open rate.

Albéitar PV offers measurable results thanks to the website full traceability, allowing the publication of interactive and audiovisual content (downloads, links, etc.), it is possible to communicate quickly and efficiently through it, reaching most of the veterinarians of the sector and also conduct continuing campaigns generating a large number of contacts.

Albéitar PV is, therefore, the ideal communication tool in order to carry out advertising campaigns and spread technical content. It is especially suitable for launching campaigns, brand recall actions and boost the relationship with the client thanks to interactive settings.







Advertising units portal



Mobile version





| WEB PORTAL | Size | 1 month | 2 months | 3 months | 6 months | 9 months | 12 months | MOBILE VERSION* | Size |
|------------------------------|--------------|------------|-------------|-------------|-------------|-------------|--------------|------------------|--------------|
| Leaderboard | 985 x 90 px | 600€ | 1,020 € | 1,440 € | 2,520 € | 3,510 € | 4,320 € | Space 1 | 300 x 300 px |
| Leading news banner | 680 x 80 px | 550€ | 935 € | 1,320 € | 2,310 € | 3,218 € | 3,960 € | Space 2 rotation | 300 x 150 px |
| Mid page banner | 300 x 250 px | 500 € | 850 € | 1,200 € | 2,100 € | 2,925 € | 3,600 € | Space 2 rotation | 300 x 150 px |
| Menu skyscraper | 240 x 400 px | 450 € | 765 € | 1,080 € | 1,890 € | 2,633 € | 3,240 € | | |
| Large side banner | 240 x 240 px | 395 € | 672€ | 948 € | 1,659€ | 2,311 € | 2,844 € | | |
| Standard banner between news | 385 x 80 px | 350 € | 595 € | 840 € | 1,470 € | 2,048 € | 2,520 € | | |

^(*) By contracting your spaces in our veterinary portal, we will adapt your campaigns in our mobile version. In the appended table, sizes and features to display are shown. In the space 1 of the mobile version, the leaderboard will be located, and in the space 2, campaign adaptations will rotate which have been contracted as a leading news banner and mid page banners.

Newsletter advertising units



Albéitar subscribers depending on the species of interest



Note: a veterinarian can belong to one or several of the above groups.

Weekly in your target's e-mail

Albéitar newsletter enables you to add **messages to your public's e-mail** with no risk of rejection. Every week more than 5,893 subscribed technicians are waiting to receive the most relevant information selection in their mailboxes

(*) Addresses in Spain only.



| NEWS ETTER | | | | | | | |
|---------------------|--------------|-------|---------|---------|---------|---------|---------|
| NEWSLETTER | Size | 1 | 4 | 12 | 24 | 36 | 50 |
| Leaderboard | 750 x 90 px | 295 € | 1,062 € | 2,832 € | 4,956 € | 6,903 € | 8,850 € |
| Leading news banner | 530 x 90 px | 250 € | 900 € | 2,400 € | 4,200 € | 5,850 € | 7,500 € |
| Large side banner | 200 x 200 px | 205 € | 738 € | 1968 € | 3444 € | 4,797 € | 6,150 € |
| Small side banner | 200 x 100 px | 140 € | 504€ | 1344 € | 2352 € | 3276 € | 4,200 € |
| Leading news story | | 140 € | - | - | - | - | - |

Social media

Our social networks offer a unique platform in order to promote and maximize the impacts on your public target.

Through our Facebook profile, by means of our management of your campaigns in **FACEBOOK ADS**, you will be able to present interesting novelties for the sector and raise awareness about your advances and researches.

We will jointly agree the editorial line, extent and formats that best suit your advertising campaign.

Our figures

| Number of fans in Facebook (31/8/2017) | 6,973 |
|--|---------|
| Acumulated organic range of the page in 12 months (1/9/16- 31/8/17)* | 304,775 |
| Sponsored publication estimated medium range | 4,986 |

^{*} Number of times the organic publications have been viewed on Facebook.

Sponsored section rates

| 1 publication | 1 publication | 225 € | | | |
|-----------------|----------------|-------|--|--|--|
| Pack Plus | 4 publications | 792 € | | | |
| Other campaigns | Check | | | | |

Publications will be subject to limitations depending on the trading volume. VAT not included.

The publication management from the client's material, campaign programming in Facebook Ads (*), campaign monitoring and management and final report are included (per publication or per campaign, to be previously discussed with the client).









 $^{^{\}star}$ Estimated investment per campaign in Facebook Ads, for a week, of approximately 100 \in .