



# WEBSITE MEDIA PACK | 2023

## Ei OPERATOR is created by the Publishers of Pro Operator magazine.

Specifically developed for UK sprayer operators, Ei Operator offers essential information which supports best practice. It provides high quality, online training, advice and information for sprayer operators, including 21,000 NRoSO members and members of the BASIS Professional Register.

This truly unique platform offers advertisers the only guaranteed means of reaching this specialised audience. Discounts are available for cross-media bookings.

## WEBSITE DATA (\*based on six months January to June 2022)

Page views 37,000 p/m    Users 2,200 p/m    Ad impressions av 7,500 p/m (across all relevant pages)

## ADVERTISING OPTIONS

There are **two standard size options**: (Other sizes may be considered – POA)

Medium rectangle 300(w) x 250(h)px; Large rectangle 300(w) x 600(h)px

Advertisements run across three placement options on the website:

### Home Page

Features all our products and services and is the second most visited page on the website.

Est. impressions 3,000 p/m

### Training Page

Lists all available courses and is the main access to online training. The most visited page on the website.

Est. impressions 3,500 p/m

### News, Pro Operator & NRoSO Know-How

Features all our non-training content packed with news, advice and information.

Est. impressions 1,000 p/m

## WEBSITE SPONSOR

If you think your business may benefit from joining our team as a corporate sponsor, please get in touch.

## QUARTERLY NEWSLETTER

Advertise in our quarterly email Newsletter which reaches over 9,000 subscribers. Average 56% OR and 8% CTR

CONTACT – For all advertising and media enquiries, please contact:

Julia Roberts MOB: 07791 016 384 EMAIL: [julia@mwrmedia.co.uk](mailto:julia@mwrmedia.co.uk)

# Ei OPERATOR WEBSITE ADVERTISING FORMATS

## Home Page:



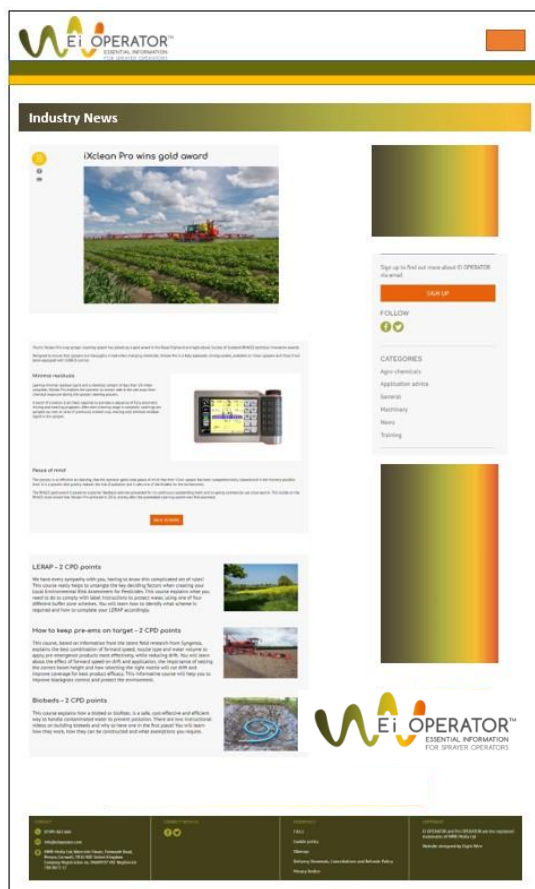
## Training Page:



Both the Home Page and the Training Page can support up to three individual adverts, either the medium rectangle (300x250) or the larger rectangle (350x600). The number of placements may vary depending on confirmed bookings. Each page boasts over 3,000 av monthly impressions\* with a combined total of 6,500 p/m if you book both options. (Other sizes may be considered – POA)

Cost:

300 x 250 = £600 per month; 300 x 600 = £750 per month



## Editorial - News, Pro Operator & NRoSO Know-How Pages:

With a combined impression figure of 1,000 p/m this combination of all three pages carries all our non-training content such as news, information and articles linked to our magazine Pro Operator, often with videos and additional resources not available in our print media.

Two size options, 300 x 250px (top of page) or 300 x 600px (mid-page) across all three pages will cost:

£250 per month, per advert.

## All Pages:

Place your advert across all options – Home, Training and Editorial Pages – to maximise your impression and CTR potential (subject to availability):

Cost (3 inserts):

300 x 250px = £1,250 p/m

300 x 600px = £1,650 p/m

# Ei OPERATOR EMAIL ADVERTISING

We currently have a unique list of over 9,000 email subscribers who receive our quarterly Newsletter. Each email is designed to engage our users with meaningful content which drives them to the website. We will not fill our emails with pages of unsolicited advertorials. Editorial is independent, topical and informative.

Av OR: 56%      Av CTR: 8%

## Email advertising rates

Each email supports a maximum of two adverts.  
Standard size 300(w) x 250(h)px.

Cost:  
£500 per placement, per email  
(Other sizes may be considered – POA)

# ALL ARTWORK SPECIFICATIONS

Artwork should be supplied to the correct size as either a JPG or PNG file. Max file size should be 150kb (2MB GIF).

Please refer to table below

## INVOICING

All advertisers will be invoiced on the date of publication. All discounts will become invalid if any negotiated insertions are subsequently withdrawn. Payment terms will then revert to the gross price quoted, before discounts are applied. Late payment charges will be applied on overdue balances. Payment terms are strictly 30 days. See full Terms & Condition below.

# Ei OPERATOR ADVERTISING RATES

Format	Large rectangle Home Page	Medium rectangle Home Page	Large rectangle Training Page	Medium rectangle Training Page	Large rectangle Editorial Pages	Medium rectangle Editorial Pages	Medium rectangle Email Newsletter
Size (width x height)	300 x 600px	300 x 250px	300 x 600px	300 x 250px	300 x 600px	300 x 250px	300 x 250px
Max file size JPEG (GIF)	150kb (2MB)						
Av monthly impressions (est)	3,000p/m	3,000p/m	3,500p/m	3,500p/m	1,000p/m	1,000p/m	6,300p/issue
Price per month/per issue	£750 p/m	£600 p/m	£750 p/m	£600 p/m	£250 p/m	£250 p/m	£500 p/issue
Series discount for 4 consecutive months/issues	-5%						
Agency discount	-10%						

Prices quoted are for display advertising only. We don't currently sell Pay Per Click (PPC/CPC) or offer Channel Pricing Models (CPM). All prices are subject to VAT.

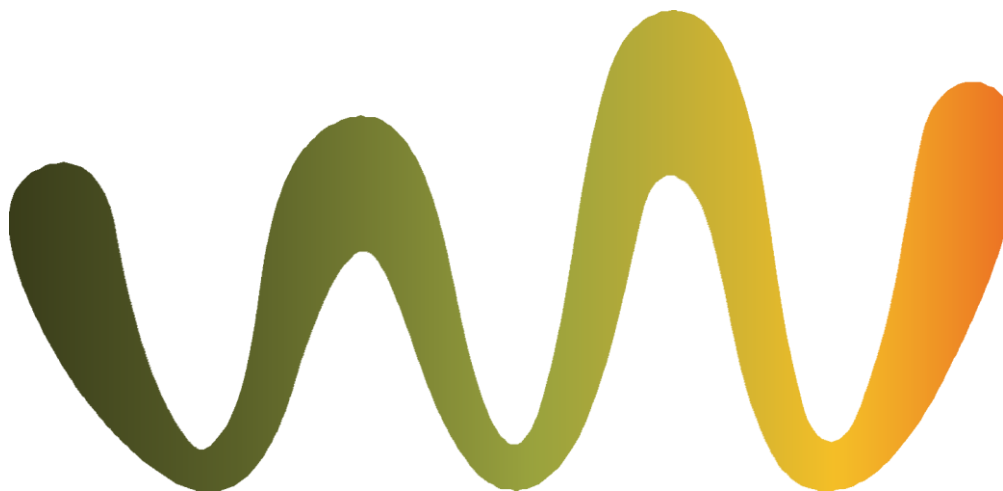
# Email:



## TERMS AND CONDITIONS

By placing an advertising order, the client or their agent agrees to the following conditions:

- Prices agreed are subject to the terms specified in the confirmation order whereby discounts are conditional upon number of insertions, length of insertion and cross-media advertising. If an order cannot be fulfilled as agreed and for reasons which MWR Media Ltd is not responsible, the client or their agent must refund the discount.
- To supply material by the due date specified at the time of booking. Failure to do so could result in the order not being fulfilled. In this event, the client or their agent will still be liable for the agreed sum and will be invoiced accordingly.
- Invoices will be issued on date of publication and are payable within 30 days. For a campaign spanning a period of more than 3 months, we may at our discretion, invoice in part-payments across the campaign.
- All prices quoted exclude VAT.
- Failure to pay by the invoice due date will result in the client or their agent being invoiced for the discounts previously applied which are conditional on prompt payment. Invoices which remain outstanding after 30 days will also be liable to a late payment charge of 10% of the value of the invoice (net) applied weekly until the account is paid in full.
- We do not accept advertising that purports to be editorial and as such, any artwork that does so, will be refused at the discretion of the Publisher.
- Should the advertisement be published in a way that is detrimental to the client and is the fault of the Publisher, MWR Media Ltd will offer to either re-run the advert or refund the client.
- Complaints should be registered with MWR Media Ltd within one month of publishing and in writing.
- Advertising is sold on a display rate only and MWR Media Ltd cannot guarantee the number of visitors to the site or page views.
- We reserve the right to refuse an advert due to contravention of UK law, regulations, content, technical specifications or unsuitability. This decision is entirely at the discretion of the Publisher.
- Whilst we will make every effort to fulfil the advertising order, in the event of force majeure, the Publisher is released from all obligations to fulfil the order and will not be liable to pay compensation for damages.
- By placing an order for advertising on the EiO website or email, you are accepting the terms and conditions as specified.



Pro Operator and Ei Operator are the registered trademarks of MWR Media Ltd

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