



## ADVERTISE IN THE PRINTED SKÅL MAGAZINE AND GET AN ADVERTISING BANNER PUBLISHED IN THREE E-NEWSLETTERS FOR FREE

Advertising with Skål International is the ideal way to promote and give exposure to your business, country, destination, event, etc. worldwide and as a Skål member you can benefit from this opportunity.

We offer you advertising space in the printed Skål Magazine and in addition we will include, free of charge, an advertising banner in three issues of the Skål e-newsletter. The banner will be directly linked to your company's URL which is an open window to your services and products, since by just a click members will access your website.

The next Skål Magazine will be a printed issue and produced in January 2015. It will be sent to the 17,000 members of Skål International in 87 countries, our media partners, sponsors, international bodies, tourism media, etc. The magazine will be handed out at major international trade fairs where Skål International has a stand in 2015 and at other major Skål events. It will also be available in digital version on the Skål website which registers over 140,000 visits per year. You can view the latest digital version of the printed Skål Magazine [here](#).

The Skål e-newsletter is produced approximately every month and sent to the same recipients as the magazine, as well as posted on our website. It has an opening rate of 42%, click rate of 25% and delivery rate of 90%. The banner is directly linked to the website of the advertiser. The size of the banner is 650x325 pixels with the possibility to change the artwork and/or URL link in each of the three issues. Click [here](#) to view the latest issues.

### RATES

**½ page** advertisement in printed Skål Magazine + Advertising banner linked to the website of the advertiser in three issues of regular Skål e-newsletter. € 1.500

**Full page** in printed Skål Magazine + Advertising banner linked to the website of the advertiser in three issues of regular Skål e-newsletter. € 2.500

### SPECIFICATIONS:

Skål Magazine	Skål e-newsletter
<ul style="list-style-type: none"><li>• ½ page (10,5 x 15 cm)</li><li>• Full page (21 x 29,7 cm)</li><li>• High resolution 300 dpi, 3mm bleed</li><li>• CMYK</li></ul>	<ul style="list-style-type: none"><li>• 650 X 325 pixels</li><li>• Jpg, tiff, pdf or gif</li><li>• Maximum file size 80KB</li><li>• URL link to be provided</li></ul>

The deadline for submission of your advertisement for the printed edition of the Skål Magazine is **31 December 2014**. Send your artwork and/or any query to [anamaria.vera@skal.org](mailto:anamaria.vera@skal.org).