What we offer

We are making available a limited number of banner and text adverts on the Academic Conference Website. Adverts will only be accepted if we consider them relevant to the target audience of the site.

Why advertise with us?

Academic Conferences has been managing conferences for more than ten years and currently runs 15 International conferences per year in more than 10 different countries. There is a constant flow of traffic to the conference websites that carries detailed information on both current and past events. We have been keeping traffic statistics since October 2006 and have developed our web presence to the point were we exceed one million page views. In 2010 we had 315,943 visits to the site. We have invested in search engine optimisation (SEO) and as can be seen from our Traffic Overview we receive almost all our visitors from search engines, referring sites and direct traffic.

As our conferences attract global attendance, it is not surprising that the website has a global presence with visitors from 213 countries.
What does it cost?

**Banners**

The price is GBP30.00 per 1,000 unique impressions (CPM). These can be purchased in blocks of 10,000 for GBP300 per block.

Banners are typically images (jpg, gif or png) format and must conform to the standard 468w x 60h pixels and the file size must be no more than 50K bytes.

**Text icons**

The price is GBP20.00 per 1,000 unique impressions (CPM). These can be purchased in blocks of 10,000 for GBP200 per block. The text icon box measures 125 x 125 pixels and content is limited to 80 characters.

How are impressions recorded?

We use the Adpeeps software™ to upload and manage your advert. As part of the service we will provide you with monthly statistics on an Excel spreadsheet showing how many impressions and click-throughs your advert has received.

What will my Ad look like and where will it be placed?

The screen shot below shows a typical banner ad and a text ad. This is the relative positioning of adverts and we will place advertising on the following pages of each of the 14 conferences on our calendar.

Author guidelines, Call for papers, Mini-tracks, Abstracts selected, Programme, Registration, Practical information and At a Glance. See [http://academic-conferences.org/eckm/eckm2011/eckm11-call-papers.htm](http://academic-conferences.org/eckm/eckm2011/eckm11-call-papers.htm) as an example of a conference website.
How do I book space and how do I pay?

For a banner ad: You will need to send us your artwork in jpg, gif or png format, and the url you would like your advert to go to. The maximum file size is 50K bytes

For a text ad: You will need to send us your text (limited to 80 characters), and the url you would like your advert to go to.

Payment is in advance and can be paid by credit card or bank transfer.

In the first instance please either call Sue Nugus on +44 118 972 4148 or email sue@academic-conferences.org and we will send you a form to complete together with payment information.