

# Advertising on MedalBook

Our Digital Media Kit





Whether you are an enthusiast or an investment savvy collector, MedalBook can show you what's out there and how to get your hands on a piece of history. We pledge to decode its fair market value while knowing that some things are priceless.

History is invaluable. We believe you shouldn't have to pay for being and staying informed and that's why our ever-growing online library is free.

We are a connected global community that is built on knowledge and fed by passion. Within this community, we encourage you to share your enthusiasm with other like-minded individuals.

MedalBook is the first collective digital resource of its time. A tribute to militaria and historia products from around the world.

**It's your bridge to history.**

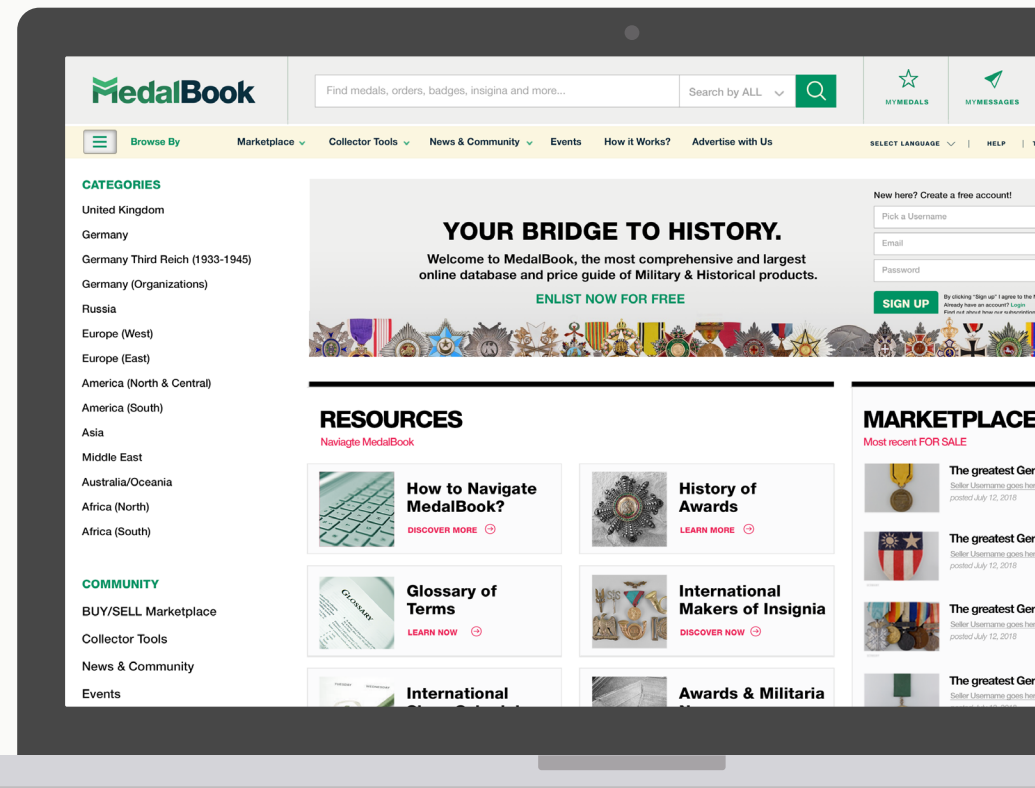


The First Digital Resource of Its Time

# Pioneers of Militaria Content

Advertising on MedalBook is a unique opportunity to reach a huge global audience in a creative way.

Beyond print publication, there is no other online resource that delivers as much relevant information keeping collectors and historians in touch with you.

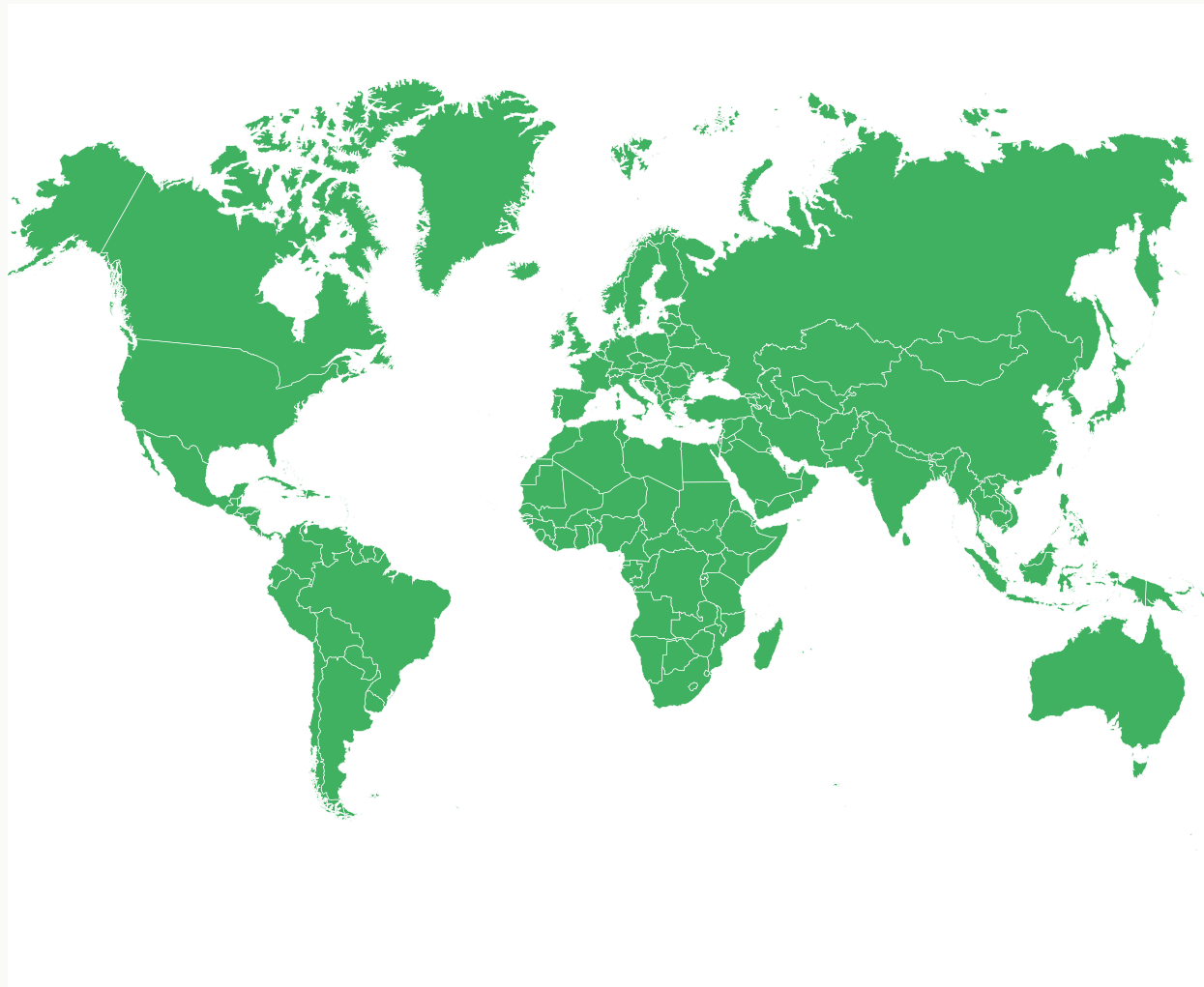


And We're Only Getting Bigger

# Our Reach

Users return to our practical and reliable resource daily, constantly accelerating our global reach.

- Over 75,000 unique products pages
- Worldwide Users
- Translated to 8 languages



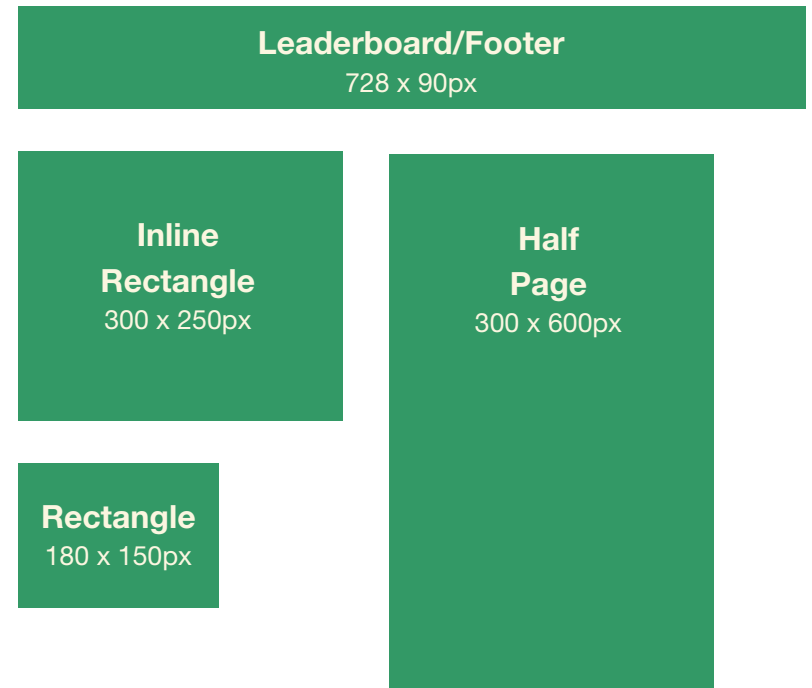
A World of Possibilities

# Banner Pool Opportunities

To offer a low cost, flat rate, banner opportunity on some of medalbook.com's more popular pages we have created "Banner Pools" where for a fraction of the normal cost of banners, companies can make a small investment and still get a big display ad presence. All Banner Pools banners are loaded as defaults and each banner in the pool gets approximately the same number of views everyday from the total number delivered by the Banner Pool location. Your business will get several dollars worth of display advertising for pennies, every day!

## Drive Growth

- Increase traffic to your site
- Increase conversions
- Increase your brand awareness to a target audience
- Keep top of mind with current customers
- Expand your reach and acquire new customers



Your Options

# Creative Banners

Leaderboard/Footer

(A1, A2) 728 x 90px

Inline Rectangle

(B) 300 x 250px

Half Page

(C) 300 x 600px

Vertical Rectangle

(D) 240 x 400px

medalbook.com homepage

The screenshot shows the MedalBook homepage. At the top is a navigation bar with the site logo, search bar, and links for 'Home', 'About', 'Contact', 'Privacy', and 'Terms'. Below the navigation bar is a large banner with the text 'YOUR BRIDGE TO HISTORY.' and 'Welcome to MedalBook, the most comprehensive and largest online database and price guide of Military & Historical products.' Below the banner are several sections: 'RESOURCES' with links to 'How to Navigate MedalBook?', 'History of Awards', 'Glossary of Terms', 'International Show Schedule', 'Showcase My Collection', 'What is it? Get it appraised', 'How to Advertise on MedalBook?', and 'Genuine or Reproduction?'. The 'MEDALMARKET' section displays 'Most recent FOR SALE' and 'Most recent WANTED' items. The 'COMMUNITY NEWS' section features a grid of news items. The 'RECENTLY ADDED' section shows a grid of newly added items. The 'COMMUNITY FORUM' section displays a list of forum posts. The 'BY THE NUMBERS' section shows statistics. At the bottom is a 'New here? Create a free account!' banner with a 'SIGN UP' button.

medalbook.com product details page

The screenshot shows the product details page for the 'Knight's Cross Title'. The top section features a large image of the medal and a table with details: Country (Germany), Year (1913), Type (Star), Maker (Schwarze & Loh, Lüdenscheid), Size (4x4x10mm), Composition (Silver), Weight (80g), and Remarks (Only 1913 Dec 1913). Below this is a 'FOR SALE / WANTED' section with a table showing prices. The 'VERSIONS' section displays a grid of different versions of the medal. The 'COLLECTOR TOOLS' section provides a 'Collector's Guide' and a 'Collector's Checklist'. The bottom section is a 'BY THE NUMBERS' section showing statistics. At the bottom is a 'New here? Create a free account!' banner with a 'SIGN UP' button.



All You Need to Know

# Specifications

| Placement                   | Size        | Desktop | Tablet | Smartphone | Cost                |
|-----------------------------|-------------|---------|--------|------------|---------------------|
| Leaderboard/Footer (A1, A2) | 728 x 90px  | ✓       | ✓      | ✓          | Inquire for pricing |
| Inline Rectangle (B)        | 300 x 250px | ✓       | ✓      | ✓          | Inquire for pricing |
| Half Page (C)               | 300 x 600px | ✓       | ✓      | ✓          | Inquire for pricing |
| Vertical Rectangle (D)      | 240 x 400px | ✓       | ✓      | ✓          | Inquire for pricing |

## Specifications

**File Size:** 60kb GIF/JPEG; 40kb SWF

**Required Resolution:** 72dpi

**Acceptable File:** GIF, JPEG, PNG, SWF\*, 3rd party ad tag

**Animated GIF:** Max 3 loops of animation – up to 15 seconds per loop.

**Rich Media:** Yes. Flash SWF files must be accompanied by a backup GIF or JPG. Flash SWF files should not be hardcoded with URL.

**Target URL:** Required



The Fine Print

# Policies

## GENERAL REGULATIONS

- A. It is agreed that the advertiser and/or advertising agency or agency accepts full responsibility and liability for advertisements on medalbook.com.
- B. Position requests will be noted, but cannot be guaranteed. Paid position is available.
- C. Composition or artwork by medalbook.com is the property of the MedalBook and may not be reproduced without written permission. Material or creative ideas supplied by the advertiser remain the property of the advertiser.
- D. Advertisers are responsible for checking their ads the first day of display and immediately notifying medalbook.com of any errors with copy and/or illustration. medalbook.com accepts the responsibility for displaying each ad correctly as determined by original submission. Medalbook.com will not accept liability for changes in copy after the ad has been submitted.
- E. Medalbook.com reserves the right to alter or adapt the advertising to conform to standards of ethics and good taste and to accept or reject any advertising at any time.
- F. Extra labor charges will be made for changes after ads have been set according to original instructions.
- G. Payment in full due the 10th of the month following publication.

H. Medalbook.com reserves the right to modify or alter this rate structure by notifying the Advertiser 30 days in advance of the effective date of said modification.

I. Rates provided cover only advertising relating to regular business of an individual advertiser and are not transferable in whole or part to any other advertiser. All rates are net and not commissionable.

J. Comparative advertising claims for competing products and services must be unwarranted disparagements or unfair comparisons of a competitor's products or services will not be allowed.

## COPY REGULATIONS

- A. Medalbook.com reserves the right to reject or revise any advertisement which it deems objectionable, either in subject matter or phrasing.
- B. Any ad having the general appearance of a news item must carry the word "ADVERTISEMENT" at the top of the ad.
- C. The advertiser and the product or service being offered should be clearly identified in the advertisement.
- D. Guarantees may be used in advertisements provided the statements that are "guaranteed" are truthful and can be substantiated. However, no guarantee should be used without disclosing its conditions and limitations. When space or time restrictions preclude such disclosures, the advertisement must clearly reveal where the full text of the guarantee can be examined before purchase.



Interested? Reach out.

# Contact Us

**The MedalBook Team**

Director of Advertising

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[medalbook.com](https://medalbook.com)

