

# FONASBA

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## ADVERTISE WITH FONASBA!!

FONASBA is now taking bookings for advertisements on its website.

The Federation's website is the "go to" resource for ship owners, operators, charterers and others seeking ship agents and ship brokers, as well as those seeking more information on the activities of our members.

The site receives more than 5,000 hits every month and with it now being fully responsive that number is only expected to increase. Opportunities to advertise on the site will therefore directly appeal to any company that wishes to promote its services to our website visitors.

Rates start at £200 per month for advertisements on the inside pages of the site and £500 per month on the home page. A maximum of three advertisements will appear at the same time on each page. Further information on the default page layout is provided on page 2. Larger formats are also available and volume and period discounts will be considered on request. Linking advertisements to specific pages on the website, for example the Quality Standard or education pages, is also possible.

Expressions of interest in taking advertising space should be sent to the FONASBA Secretariat ([generalmanager@fonasba.com](mailto:generalmanager@fonasba.com)) for further action.

### Suitability of Advertisements for the Site:

Publication of advertisements on the site will be at the sole discretion of FONASBA and will be reviewed prior to acceptance. Please note that:

**FONASBA reserves the right to refuse and advertisement that it deems unsuitable for the site or that may be considered detrimental to the best interests of the Federation and or its members.**

Should an advertisement be refused, FONASBA will be under no obligation to give reasons for the refusal.

### Contracts and Payment:

The period of an advertising contract will be agreed in advance between the advertiser and FONASBA. The minimum contract period is three months. Requests to renew a contract should be given in writing at least one month in advance of the termination date.

An invoice will be issued by FONASBA once the advertisement has been accepted (see above). Payment for advertisements will be due in advance of it appearing on the website. Where a contract is extended, the additional payment will be due prior to the end of the original period.

FONASBA/February 2019



WEB ADVERTISING



# FONASBA

1969 -2019  
**50**  
FONASBA

WEB ADVERTISING

## ADDITIONAL INFORMATION FOR ADVERTISERS:

**Advertisement Sizes:** The standard layout of advertisements on the home and inside pages are shown in the mock-ups below. Requests for other formats or positions should be sent to the Secretariat for consideration.

**Presentation of Advertisements on the Site:** In order to ensure adequate exposure, the total number of advertisements will be limited to a maximum of 21 on the home page and 42 on inside pages, at any one time. Advertisements will be randomly chosen in groups of three and on the home page those groups will scroll horizontally. On the inside pages they will rotate. The screen-shots below indicate the layout and appearance of both the home and inside pages

The default image size is: 900 pixels wide by 512 pixels high for the home page and 360 pixels wide by 540 pixels high for the inside pages, all at 150 dpi.

Acceptable file types are: .jpeg, .gif, .png, .bmp, .eps, .tiff, .svg, .psd (native Adobe Photoshop), .ai (native Adobe Illustrator), .pdf. Other formats may be accepted on request.

The screenshots show the FONASBA website interface. The top screenshot displays the 'CODE OF CONDUCT' page, which includes a preamble, general principles, and specific rules for members. The middle screenshot shows a grid of advertisements for various shipping-related services, including Southern Cross Marine Supplies Group, PTR Holland Group, and MDM. The bottom screenshot shows a detailed view of an advertisement for 'Agents with the FONASBA Quality Standard give you peace of mind', featuring a large image of a ship and text describing the benefits of the quality standard.

