

Information for Advertisers

Cegnet is an independent and free online resource for teachers and careers professionals delivering careers education and information, advice and guidance (IAG). It also reaches out to employers and business organisations, HE and other education providers and youth and community organisations contributing to the career development of young people in schools and colleges.

Circulation: The website averages 4,000 page views per month. A bi-monthly newsletter is emailed to over 2,500 subscribers.

Website advertisements

The Cegnet website has two positions for advertisements, the top banner and the side column. Each will run on the website for three months.

Prices

Top Banner - £350
Side Column - £250

Dimensions

Top Banner

Dimensions: 728 x 90
Format: GIF, JPG, PNG
Size: 40K

Side Column

Dimensions: 300 x 250
Format: GIF, JPG, PNG
Size: 40K

Note: GIFs can be animated. Please also supply a link to the page you would like to link to on your website page.

These specs are based on the IAB guidelines:

<http://www.iab.net/guidelines/508676/508767/displayguidelines>

Please see the Universal Ad Package under Medium Rectangle MPU (side column) and Leaderboard (top banner).

Newsletter advertisements

Newsletters are emailed to subscribers 6 times a year. There are two positions for banner advertisements. Your advert will appear in two consecutive editions.

Price

e-Newsletter Banner - £200

Dimensions

Dimensions: 580 x 72
Format: GIF, JPG, PNG
Size: 20K

(Note this isn't a standard website advert but is proportional to the standard Leaderboard (top banner) size)