



# ONLINE

## MEDIA INFORMATION



Reaching the **next generation** of  
Electrical Installers and Electricians



[www.sparks-magazine.co.uk](http://www.sparks-magazine.co.uk)



# SPARKS ONLINE

This is a unique website which benefits electrotechnical students and lecturers alike. Lecturers will be able to share revision notes and resource material with other colleges, as well as keeping up with the latest industry news and products. The site is easy to navigate and is frequently updated to keep information fresh and interesting.

SPARKS ONLINE will be the number one place for new electricians to get valuable resources, including up to date industry news, vital new product information and installation guides that can save them and their customers time and money, training opportunities, competitions and much, much more.

The new website will let us seamlessly integrate videos, additional data sheets, brochures and literature and it will allow trainee electricians to share news about your products using Facebook or Twitter.

SPARKS ONLINE is going to be updated on a regular basis and monthly emailers will be mailed out to colleges and students to give them a taster of the new updates on the site.

## ADVERTISING RATES & PACKAGE DEALS

### Main Sponsor Package

- Leaderboard advertisement on Home Page
- Exclusive full banner on Product Page
- Promotional 250 words on Product Page
- Regular news stories coverage
- Industry contacts profile and web link
- Contact information in lecturer's access only site area (250 words, contact name and details)
- Logo on every monthly emailer to distribution list

**Price: £3595 + vat**

### Product Sponsor Package

- Exclusive full banner on Product Page
- Promotional 250 words in Product Section
- Industry contacts profile and web link
- Contact information in lecturer's access only site area (250 words, contact name and details)

**Price: £749 + vat**

### Skyscraper Advert Package

- Skyscraper advert on Product Page
- Industry contacts profile and web link
- Contact information in lecturer's access only site area (250 words, contact name and details)

**Price: £649 + vat**

### Rectangle Advert Package

- Rectangle advert on Product Page
- Industry contacts profile and web link
- Contact information in lecturer's access only site area (250 words, contact name and details)

**Price: £549 + vat**

### Box Advert Package

- Box advert on Product Page
- Industry contacts profile and web link
- Contact information in lecturer's access only site area (250 words, contact name and details)

**Price: £495 + vat**

### Industry Contact / Training Contact Listing

- Contacts profile and web link

**Price: £99 + vat**

### Product Insert

- Up to 200 words and an image.

**Price: £45 + vat**

### Advertising Rates:

Banner	£649 + vat
Skyscraper	£549 + vat
Rectangular	£399 + vat
Box	£299 + vat

**Some of the features will include the following:**

### **ASK THE EXPERT**

Industry experts, such as Tony Cable from NICEIC and Kevin Brown, Head of Electrotechnical at Swindon College, will be on hand to answer students questions

### **COMPETITIONS**

An opportunity for manufacturers to offer their products as prizes in regular competitions. This is a great way of getting your product in the hands of new electricians. It will also increase product and brand awareness.

### **NEWS**

News stories will hit the website straight away. This will also link in with our Twitter news feeds.

### **PRODUCTS / TOOLS / GADGETS**

The new products section will throw a spotlight on the latest innovations that new electricians will need to know about. Products pages will be regularly updated with useful 'how to use' films which will be available for lecturers to use in class for discussion. Call us now to talk about how you can be part of the new SPARKS network.

### **INDUSTRY CONTACTS**

For a small annual fee, your contact details can be available online to every electrotechnical student and college across the country.

### **TRAINING**

An A-Z of training providers. Send us your training course dates and venues.

### **WORKING IN THE INDUSTRY**

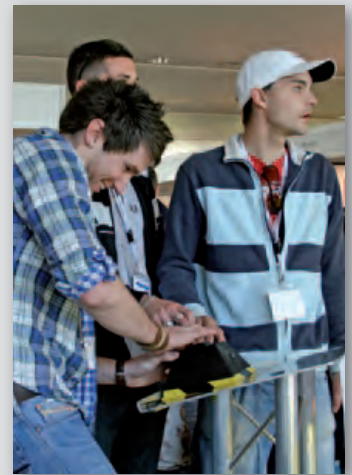
On these pages, there will be a multitude of information on regulations, career advice, including sample CVs and interview tips which will be made available for download.

### **EVENTS**

- Details of the latest Apprentice Electrician of the Year competition / dates and venues
- Online registration form Sparks Expo 2011
- Show information and directions
- Information on manufacturer events

### **LECTURERS LOUNGE**

Lecturers have requested an area on the site just for them. If you would like to donate some products to the colleges or would be interested in arranging a college visit to your site then please contact us to discuss having your details displayed in the Lecturers Lounge.



## MECHANICAL DATA

Ad Type	Dimensions (Pixels)		Max File Size (kb)	Format
	Width	Height		
<b>Leaderboard*</b>	728	90	50	gif, jpg, swf
<b>Banner*</b>	468	60	40	
<b>Skyscraper*</b>	120	600	40	
<b>Skyscraper wide*</b>	160	600	40	
<b>Medium Rectangle*</b>	300	250	40	
<b>Vertical Rectangle*</b>	240	400	40	
<b>Box</b>	125	125	15	

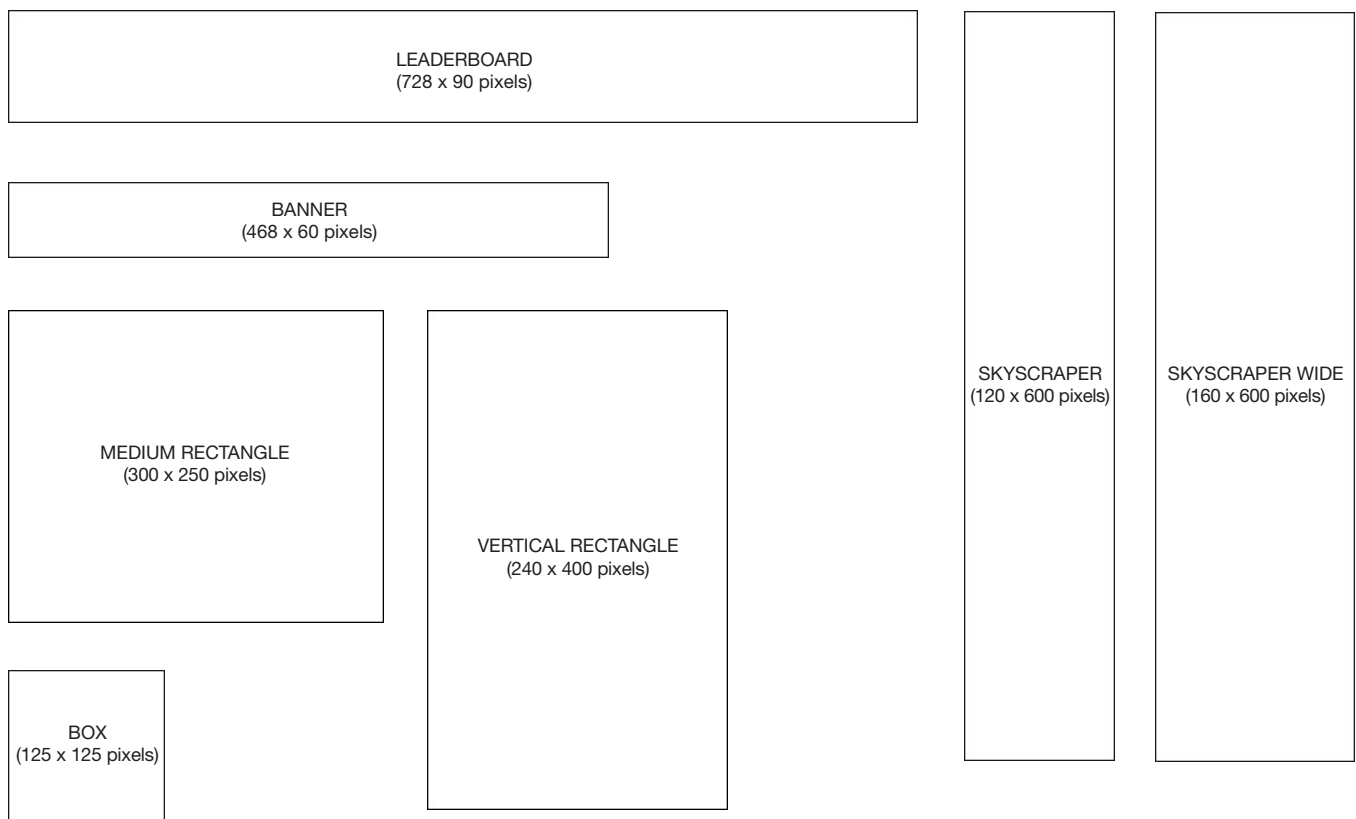
### ADDITIONAL NOTES

\*Files can be supplied as static or rotating. Animation is limited to 3 loops max and 30 seconds max play time.

If applicable, audio must be off by default, user clicks to activate audio.

All Flash creatives must contain embedded URL click through.

Gif or jpg files must be supplied with details of URL to link to.



### CONTACT INFORMATION

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