



Advertising 2011

arceurope.com – top screen banner



Banner size : 728 x 90 pixels

File format : GIF file, JPEG file

Banner scope : covers about 95 % of website, all except "Business Programmes" section

Appearance mode : banners appear in rotating mode (maximum 3 per month)

Restriction : Show your Card! – Show Your Card & Save partners only. Banners remain subject to ARC Europe approval. First to order = first served.

Rates :

Jan, Feb, Sep, Oct, Nov, Dec : 900 € a month

Mar, Apr, May, Jun : 1,300 € a month

Jul, Aug : 1,500 € a month

Google AdWords :

ARC Europe runs monthly Google AdWords campaigns in English in various European countries.

Traffic source :

Traffic comes mainly from Europe and the US, from both Google and clubs linking to arceurope.com

Contact & available banner slots :

Please contact marketing@arceurope.com for an up-to-date banner schedule overview.