

Advertising on IPEG

The IPEG site (blog) reaches more than 30.000 unique visitors per month within the intellectual property sector. Our readers visit our website frequently to find out about the latest news, articles, analyses written by our staff, covering a broad scope of patent law. This allows select marketers the opportunity to promote their product or service to a selective group of powerful online readers. With an ad on our IPEG website you effectively reach intellectual property professionals.

Current Stats

Over 40.000 monthly visitors (statistics available upon request)

More than 120.000 page views per month

Advertising Options

There are currently two types of banners on IPEG:

- Large Rectangle: 300x250 (upper-right sidebar)
- Small square: 125x125 (right sidebar)

Contact

Please contact info@ipeg.com if you are interested in securing an ad on the IPEG Blog.

Previous Advertisers

Past IPEG advertisers include Simmons & Simmons, Orangefield Trust, Howrey, Ernst & Young, European Patent Office and many others

Advertising Specifications

Large Rectangle -For Premium Exposure

Physical Size: 300x250 pixels

Maximum file size: 45KB

Supported Media: .gif, .jpg, .png

Media Type: Static

Small Square

Physical Size: 125x125 pixels

Maximum file size: 20KB

Supported Media: .gif, .jpg, .png

Media Type: Static or animated (only .gif)

Requirements

A destination link must be provided by the advertiser.

Prices

- | | |
|------------------------------------|--------------------------------------|
| ▪ Large Rectangle: | 700 euro per month (or part thereof) |
| ▪ Small Square Top Two Positions: | 500 euro per month (or part thereof) |
| ▪ Small Square 3rd Position: | 350 euro per month (or part thereof) |
| ▪ Small Square 4th & 5th Position: | 250 euro per month (or part thereof) |

Contracts for 3 months receive 12,5% price reduction, for 6 months 18% price reduction