

Advertising on Pagat.com

Terms and conditions

Available spaces

Banner ads. Each page can have one banner ad at the top centre. Animated banners are acceptable provided that they do not include rapid flashing. The space can be used for HTML code displaying text or text with graphics, occupying a 486x60 area, if preferred.

We can display banner ads of different sizes, depending on the width of the browser window. This allows the best performing 728x90 banners on larger desktop screens and taller banners on smartphone screens. The sizes supported are:-

728x90

486x60

320x100

If the smaller sizes are not supplied, then the larger ad will be scaled down to fit the banner area. .

Text links. Each page can have two text links at the top (one on the left and one on the right), and up to six text links at the foot of the page. They consist of a title (anchor text - maximum 4 words) and a description (maximum approximately 10 words or 2 lines of text in a top left or top right ad; the foot ads can accommodate up to 3 lines of description). The text must give a factual representation of the site that is linked to, using a style similar to that recommended in the Google AdWords "Editorial and Format Policy" (see adwords.google.com/support).

Destination URLs are restricted to web pages only, i.e. not to audio, video or other forms of download. All links will be tested before insertion, to ensure that the descriptions are accurate and relevant, and the landing pages do not contain any illegal or unseemly content, and do not cause any automatic downloads or pop-ups. We reserve the right to shorten descriptions if necessary and correct any mistakes in spelling or grammar. Descriptions may be in any language and character set, provided that a translation into English is supplied for our reference.

Rate card

The rate card is an Excel spread sheet listing the URL, page title, statistics and monthly insertion rates (priced in US dollars) for each page in the pagat.com domain. Advertisers are requested to use the rate card to place their orders for text links, using the 3 extra columns provided for their title, description and URL of their landing page. Where spaces have already been booked, their prices will be shown with a grey background.

All prices are shown excluding VAT, which will be payable on orders at the appropriate rates where applicable.

Minimum and maximum order size and run

The normal minimum buy for ad campaigns is 6 months, but shorter campaigns are possible for orders over \$200. The maximum run is 12 months before renewal.

Payment

After an order has been placed and the ads checked, a detailed invoice will be issued. The spaces booked are reserved for 7 days from the date of issue of the invoice, and the ads will be placed on the site once payment had been confirmed. We accept payments through PayPal, NetTeller or bank transfer in US dollars, euros or UK pounds. We are automatically informed of payments through PayPal, but if other methods of payment are used, please let us know when you think the payment has gone through so that we can check for it. Invoices are normally issued in US dollars, with conversion to UK pounds, but we are happy to quote in euros if requested.

Value Added Tax (VAT)

From 1st January 2015, all customers must provide a verifiable business address.

All customers from the UK and Isle of Man will be charged VAT at the standard rate.

Customers from elsewhere within the European Union will not be charged VAT if they supply their VAT Registration number (including country prefix). Otherwise they will be charged at the standard rate as applicable in their country of business.

Customers from elsewhere in the world will not be charged VAT.

Price reviews

Insertion rates may be reviewed and changed at any time. Insertions already paid for are not affected by price reviews (either up or down).

Renewals

We will give notice of one(1) month prior to the end of a campaign, and enclose the current rate card. Customers have 1 week in which to inform us if they wish to renew their campaign at the latest prices. If we receive no information during that period, the spaces will be released for general sale. All insertions will run up to their full paid-for period.