

KNOWITALL.CH ADVERTISING RATES

An advertisement placed on the knowitall.ch website is one of the most reliable ways for you to get your message across to the English-speaking community of Geneva, Vaud and neighboring France.

By advertising in both the Know-it-all passport® book and on the knowitall.ch website, you will achieve the maximum exposure for your advertisement.

Since our website is **highly** targeted, and very well-known throughout the English-speaking community, we have chosen to specify our rates on a monthly rather than “per-click” basis. Rates quoted “per thousand clicks” just simply don’t apply to the visitors on our site.

When placing an advertisement on knowitall.ch, advertisers must understand that the number of visitors on our site will not be as high as that on a more general site with a much wider global audience. You can be sure, however, that the visitors we do get are your potential customers – they live in your area, they may even recognise your company name, but they just need a little extra “prompting” by a carefully placed advertisement for you to be sure of getting their custom.

This is why we give you the opportunity to choose those pages on our site which relate most closely to your business and allow you to take the sole position at the top of your chosen page. This position will be available to other advertisers on a rotational basis, but when **your** advertisement appears we can guarantee that it will **be the only advertisement on the page at that time**. Bookings can be made for a single “batch” of pages for a minimum period of 3 months, but attractive discounts are provided for longer term bookings and multiple batches. We also offer reductions to those of you who are already advertising in our Know-it-all passport book.

PRICES AND REDUCTIONS

See chart next page.

RATE	3 MONTHS	6 MONTHS
H	-/-	Fr. 800.-
A	Fr. 270.-	Fr. 450.-
B	Fr. 210.-	Fr. 350.-
C	Fr. 150.-	Fr. 250.-

10% reduction for multiple bookings paid in advance or 20% reduction if you advertise in the current Know-it-all passport® printed guidebook.

For the purpose of booking advertising space, the website has been divided into “batches”. So, for example, if you wish to advertise on the page which tells you all about Know-it-all passport® (rate A), your advertisement will also appear on the associated pages in this section at no extra cost. In this case, your advertisement would appear on **over 20 different pages** of the website for the cost of Fr. 270.- for a 3-month booking or Fr. 450.- for 6-month booking. These ads rotate each time the page is changed within your batch every 5 seconds on each page; a maximum of 5 ads per page in rotation.

FORMATS

There is a standard format for all our advertisements, which appear in the header bar of your chosen page, of 488 x 108 pixels. If you are unable to produce your own advertisement, or need assistance adapting an existing one, we can do this for you at no extra charge (within reason).

Please send your ad (488 x 108 pixels) in these formats:

png
jpeg



**EXAMPLE OF BANNER
ACTUAL SIZE AND SHAPE
488 X 108 PIXELS**

Due to unforeseen circumstances we cannot guarantee 100% uptime of the site as the hosting company is independant from knowitall.ch. We reserve the right to reorganize the menus when appropriate and will do our best to preserve the exposure of banners in menus that have been moved.

We reserve the right to modify this rate sheet at any time. Any contracts that are sent through before these changes will benefit from the most advantageous rates.

For more information or bookings please contact:
Jenny Jeffreys, jenny@knowitall.ch

Advertising banners on knowitall.ch

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RATE H MONTHS..... 6

Home page H.....

RATE A MONTHS... 3... 6

Know-it-all passport A...
+ all sub menus

Education Guide A...
+ all sub menus

Events Calendar A...
+ all sub menus

Activities Calendar A...
+ all sub menus

Local News - Leisure A...
+ all sub menus

RATE B MONTHS... 3... 6

Local News - Education B...
+ all sub menus

Local News - Business B...
+ all sub menus

Miscellaneous Calendars pages B...
+ Calendars intro, Holidays Calendar +
sub menus, Cinema + sub menus,
Theater + sub menus, Submit your photo

Classifieds B...
+ all sub menus

Contact B...

Careers B...
+ all sub menus

RATE C MONTHS... 3... 6

Links C...
+ all sub menus

Blogs C...

Local News (intro) C...
+ Local News - General News
+ Local News - Submit your news

Local News - Your home C...
+ all sub menus

Local News - Travel C...
+ all sub menus

Local News - Food C...
+ all sub menus

Local News - Family C...
+ all sub menus

Local News - Shopping C...
+ all sub menus

Important Links C...

REDUCTIONS

10% reduction for multiple bookings paid in advance
or 20% reduction on the total price if you advertise in the
current Know-it-all passport® printed guidebook.

RATE	3 MONTHS	6 MONTHS
H	-/-	Fr. 800.-
A	Fr. 270.-	Fr. 450.-
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This is a reservation contract for an advertising banner
on **www.knowitall.ch**

Note: This contract is not valid unless you have signed
and dated it.

Your name

Company name

Your email.....

Link to www.

Date

Signature

Banner size: 488 x 108 pixels
Formats accepted: png, jpeg
We can assist you with the layout for your banner.

Please send us your banner at least 5 days prior to the
start date. Contract finishes the last business day of the
month (either 3 or 6 months).

Start date:
 As soon as possible
 Start the month of

Return this contract by one of the following options:
— scanned by email (jenny@knowitall.ch)
— fax (022 774 45 32)
— mail (19, ch. des Mollies, CH-1293 Bellevue)

Your payment must be paid in total **BEFORE** it will be
posted on knowitall.ch.

**As soon as we have your contract in return
we will confirm your reservation and the
amount to pay.**

Information:
Jenny Jeffreys, jenny@knowitall.ch
Lisa Ciriaco, lisa@knowitall.ch