

The British Institute of Non-Destructive Testing

WEBSITE ADVERTISING

BINDT's websites – www.bindt.org and www.ndtnews.org – offer cost-effective opportunities for advertisers to connect with new and expanding global audiences.

Both websites are powerful resources addressing the needs of the NDT community.

BINDT.org is for the entire NDT and condition monitoring industries. It provides general information, certification news and certificate verification, education & training info, details of publications and events, BINDT membership data and the much-used buyers' guide section enabling users to source the right NDT or CM product or service from the right supplier.

www.bindt.org is attracting nearly 85,000 page views per month*. It welcomes almost 20,000 visitors each month on average** and each visitor spends about 3 minutes on the site each time they visit***.

The exposure, therefore, that your advertising banner or button can get is substantial. And, thanks to clever click-code tracking



software, you will be given precise statistics on the number of click-throughs earned by your web ad each month, meaning that:

For the first time you can actually monitor the results of your advertising investment.

NDTNEWS.org is aimed at the NDT Quality and Condition Monitoring practitioner but will be of interest to the entire communities. It delivers up-to-the-minute news of and from the industry and the latest jobs available in the industry.

Frequently updated, this lively site features training and certification news and information, Bernard McGrath's insightful 'On the Job' blog from his column in the NDT News newspaper publication, and quizzes, cartoons and a bit of fun in 'Coffee Break'.

Launched in May 2007, NDTNEWS.org also includes a Forum for visitors to air their views, discuss their industry and share their problems.

WEBVERTISING NOW AVAILABLE

By placing a banner or button advertisement, incorporating an e-mail or website link, you can attract important prospects and decision-makers to contact your business directly – at any time, from anywhere.

Your webvert can be seen in a matter of hours all over the world!

Banners and buttons are available throughout the Institute's website (see reverse). Use the table overleaf to plan your webvertising.

So, book your 'webvert' today – it's easy, inexpensive and very effective.

To make your web advertising campaign work to your satisfaction, contact David Gilbert on +44 (0)1604 89 3821; or email david.gilbert@bindt.org

* June 2011 : 84,513

** June 2011 : 19,622

*** June 2011 : 2 min 53 s

Statistics courtesy Google Analytics

WEBSITE ADVERTISING TARIFF 2012

		BOTH www.bindt.org AND www.ndtnews.org		EITHER www.bindt.org OR www.ndtnews.org		
		Banner	Button	Banner	Button	
Size	Position	140 mm wide × 20 mm 400 × 55 pixels	48 mm wide × 21 mm 135 × 60 pixels	140 mm wide × 20 mm 400 × 55 pixels	48 mm wide × 21 mm 135 × 60 pixels	
Home Page		£695.00	£495.00	£395.00	£295.00	Quarterly
		£2502.00	£1782.00	£1422.00	£1062.00	Annual
Other Pages*		£495.00	£350.00	£295.00	£195.00	Quarterly
		£1782.00	£1260.00	£1062.00	£702.00	Annual

*Other pages – e.g. Bookstore, Events, Buyers Guide, Jobs, Links – may be fixed or on rotation.

BINDT Associate Members qualify for a 10% discount on the prices shown above.

Prices exclude VAT.

Payment terms are 30 days from invoice quarterly or for annual contract invoice at end of first quarter.

Material for web ads may be submitted in JPEG or GIF format either on a disk or as an e-mail attachment. Hard-copy is also accepted. Files should have a resolution of 72 dpi and should be no larger than 30 KB. Animations are accepted subject to conditions (on application).

Extra charges are applicable to all supplementary process work.

Note: Recruitment advertisers in NDT News publication qualify for free highlighting of their vacancy on the ndtnews.org home page.



www.bindt.org and www.ndtnews.org are published by The British Institute of Non-Destructive Testing, which is a Limited Company (Reg No 969051 England) and a Charity (Reg No 260666). Registered Office: Newton Building, St George's Avenue, Northampton NN2 6JB, United Kingdom. Tel: +44 (0)1604 89 3811; Fax: +44 (0)1604 89 3861; Email: info@bindt.org

The information contained in this brochure may be altered without prior written notice or approval. The Institute is continuously developing and evaluating new and existing media and hence there may be additions or alterations to the scheduled programme.