

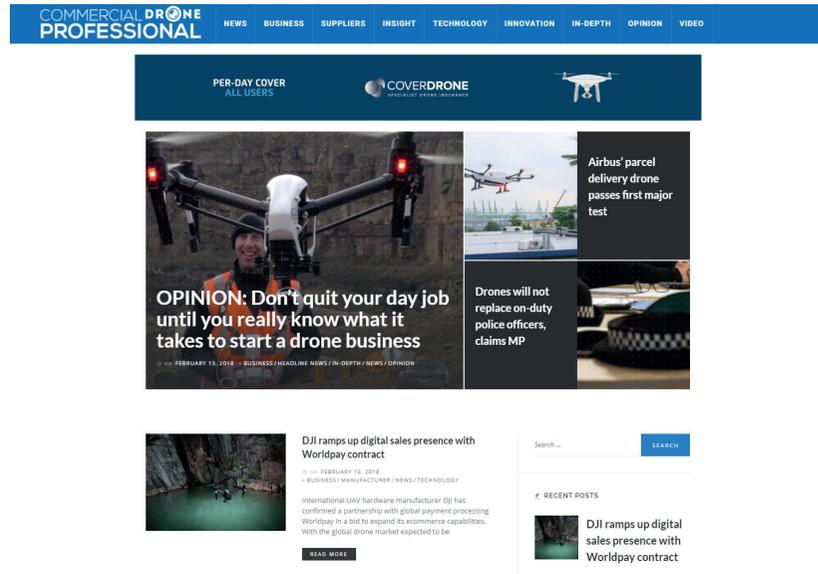
COMMERCIAL DRONE PROFESSIONAL

NEWS AND INTELLIGENCE FOR
COMMERCIAL DRONE PROFESSIONALS

MEDIA PACK 2018

DIGITAL

Commercial Drone Professional (CDP) is the daily-updated website for the fast-growing market for unmanned aerial vehicles (UAVs) used in a commercial environment. Created to provide breaking news and in-depth analysis of the trends and developments shaping this vibrant sector, CDP is the UK's only dedicated information source for professionals operating in the commercial drone industry. Through its popular daily news alert service, CDP reaches thousands of industry professionals working throughout the commercial drone market place and helps to connect manufacturers, suppliers, components makers, technology providers, installers, buyers and users. CDP is owned by Promedia Publishing, the UK's leading B2B publisher and producer of leading news websites and monthly print magazines for the retail, hospitality and healthcare industries.



DIGITAL

ADVERTISING ONLINE AND IN THE DAILY NEWS ALERT OFFERS NUMEROUS COMMERCIAL BENEFITS:

METRICS

Digital advertising packages include clickthrough reports that explain how visitors responded to your campaign, giving you full analysis of how many people it reached and the level of engagement.

FLEXIBILITY

Digital artwork can be changed, updated and rotated on a weekly or monthly basis, offering you a unique opportunity to customise your campaign, communicate multiple messages and promote different offers. With digital advertising you can drive traffic straight to your website.

BRANDING

Your digital artwork on this 100% dedicated commercial drone portal will ensure your brand is at the forefront of buyers' minds, helping to increase awareness of your products and enhancing the profile of your company to the industry's most influential procurement specialists.

PROMOTIONS

Online campaigns take place in real time, so if you advertise digitally, buyers can immediately take advantage of your company's offers and promotions. With banners, wallpaper and MPU positions available on the website and daily news alert, we can help you choose the online medium that best delivers your message.

In numbers

Website traffic grew every month during 2017

Over **11,000** page impressions per month

Over **5,000** unique users per month

Daily e-newsletter goes to

2,150 commercial drone professionals

Average open rate

27%

COMMERCIAL OPPORTUNITIES

ONLINE ADVERTISING RATES

RATE CARD FOR COMMERCIALDRONEPROFESSIONAL.COM

POSITION	SPECIFICATIONS	PRICE
COMMERCIALDRONEPROFESSIONAL.COM		
Leaderboard	1040 X 120 Pixels	£1,000 per month
Tower	300 x 600 Pixels	£1,000 per month
MPU	300 X 250 Pixels	£1,000 per month
Mobile Mid Page Unit	1080 X 1920 Pixels	£750 per month
Wallpaper	1920 X 1080 Pixels	£2,500 per month
DAILY NEWS ALERT		
Leaderboard	728 X 90 Pixels	£1,000 per month
Tower	220 X 550 Pixels	£1,000 per month
Lower Leaderboard	465 X 75 Pixels	£750 per month
Dedicated email shot	N/A	£1,500 per email

Discounts available on multiple campaigns

all prices subject to VAT

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