



# TOTAL LICENSING WORLD

THE ONLINE REFERENCE POINT FOR THE LICENSING INDUSTRY

## ADVERTISING OPTIONS

A variety of options are available for companies wishing to maximise their presence online in Total Licensing World.

### SPONSORSHIP

Sponsors' banners will appear at the top of each page. Advertisers can opt for animated or static ads.

Size 2784 pixels wide by 232 pixels deep. Rich media accepted. Four animations loops maximum. Gif, animated Gif, PNG, JPEG all accepted.

Cost:  
3 months \$1875 / £1500 / €1800  
6 months \$3125 / £2500 / €3000  
12 months \$5000 / £4000 / €4800

### COUNTRY SPONSORSHIP

Each territory will have a single Country Sponsor for 52 weeks. Each time a territory is searched, regardless of the business type, the Country Sponsor's advertisement will appear. Advertisers can opt for animated or static ads.

Size 2784 pixels wide by 116 pixels deep. Rich media accepted. Four animations loops maximum. Gif, animated Gif, PNG, JPEG all accepted.

Sponsorship available for all countries. Multi-territory options also available.

Cost:  
12 months \$1875 / £1500 / €1800

### GATEWAY SKYSCRAPERS 1 OR 2

Two Gateway Skyscraper ads will be available on the site. These appear on every page prior to login and will be limited to two companies only. Advertisers can opt for animated or static ads.

Size 250 pixels wide by 400 pixels deep. Rich media accepted. Four animation loops maximum. Gif, animated Gif, PNG, JPEG all accepted.

Cost:  
12 months \$2500 / £2000 / €2400

The screenshot shows the Total Licensing World website interface. At the top, there is a navigation bar with links for HOME, ABOUT US, REGISTER, TRADE SHOWS, ADVERTISING, and CONTACT. A 'BUY' button is visible in the top right corner. The main content area is divided into several sections:

- SPONSOR**: A large orange banner with the text 'SPONSOR' and '2784 pixels by 232 pixels'.
- COUNTRY SPONSOR**: A smaller orange banner with the text 'COUNTRY SPONSOR' and '2784 pixels by 116 pixels'.
- WELCOME TO TOTAL LICENSING WORLD**: A section with a welcome message and a 'Free Listings' link.
- Latest Listing Updates**: A table showing recent listings with columns for company name, location, and date.
- SO WHAT IS LICENSING?**: A section explaining the concept of licensing and its benefits.
- BUY**: A section with two options: 'GATEWAY SKYSCRAPER 1' (250x400 pixels) and 'GATEWAY SKYSCRAPER 2' (250x400 pixels).

### More Information?

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### PREMIUM LISTING

Company logo alongside your listing. In addition Premium advertisers' listings will appear in bold ahead of others in any search.

Cost:  
12 months \$190 / £150 / €175