

# VOM CROSS MEDIAL PROMOTION PRICES 2023

Prices valid until the 31th of December 2023

(Excl. VAT)

## 1. PRINT VOMinfo + ONLINE content push (fb, li, www)

ADVERTISEMENTS Quadri	1x		3x		6x	
	MEMBERS	NON-MEMBERS	MEMBERS	NON-MEMBERS	MEMBERS	NON-MEMBERS
Price per ad						
1 page (A)	1080 €	1600 €	970 €	1450 €	920 €	1380 €
½ page (B of C)	830 €	1240 €	740 €	1100 €	700 €	1050 €
¼ page (D)	680 €	990 €	610 €	900 €	570 €	850 €
Backpage	1200 €	1800 €	1100 €	1600 €	1050 €	1550 €
Insert Single	700 €	1050 €	700 €	1050 €	700 €	1050 €
Insert Double	980 €	1470 €	980 €	1470 €	980 €	1470 €

185 x 270 mm	185 x 130 mm	87 x 270 mm	185 x 60 mm
A	B	C	D

### Topics 2023

**February:** Smart consumption measurement  
**April:** Energy savings in surface treatment  
**June:** Corrosion protection towards a circular economy  
**August:** Making existing lines more profitable  
**October:** Recovery, recycling, reuse, remanufacturing  
**December:** Process control and final control in surface treatment

EDITORIALS   REPORTS	VOMINFO PRINT	
	MEMBERS	NON-MEMBERS
Editorial article <sup>(1)</sup> (price per page)	free	250 €
Business Report (price per page)	300 €	450 €
Cover story <sup>(1)</sup> (only for members, 2p + cover)	700 €	/
Add QR code to editorial articles (link to be provided by customer)	150 €	225 €
Company profile	150 €	225 €
Partner of a number <sup>(2)</sup>	200 €	300 €
	VOMINFO PRINT & ONLINE	
<b>ONLINE CONTENTPUSH</b>		
Article on website VOM, Share on Facebook + LinkedIn + Newsletter	490 €	735 €

(1) Text submitted by customer (if required, reports can be edited by VOM. In that case, please contact the VOM office.

(2) Logo + QR code to website + company details

## Technical specifications, information & reservation magazine VOMinfo

Run length:	2000 ex.
Material submission:	20/1 – 17/3 – 12/5 – 20/7 – 29/09 – 17/11
Publication dates 2021:	6 times a year : 13/02 – 17/04 – 12/06 – 28/08 – 23/10 - 11/12
Advertisements:	Bleeds only in full-page format (size A) Page make-up of your advertisement can be done per request Format: PDF HR (digital), TIFF, JPG, EPS
Photographs:	Submitted in digital format : min. 300 dpi in case of 12 cm width (no less than 300K)
Editorial material:	Submitted in digital format (WORD, interline 1, font size 11)

## 2. Digital newsletter

Banner with the NEWSLETTER	MEMBERS	NON-MEMBERS
Price per banner + active link	250 €	350 €
Referral of the business profile in VOMinfo as a banner	250 €	350 €

## Technical specifications, information & reservation newsletter

Material submission :	14 days prior to the appearance
Appearance <sup>(3)</sup> :	17/1 – 31/1 – 14/2 – 28/2 – 14/3 – 30/3 - 18/4 – 02/5 – 16/5 – 1/6 – 20/6 – 4/7 – 22/8 – 5/9 – 19/9 – 3/10 – 17/10 – 7/11 – 21/11 – 5/12
Photographs:	Submitted in digital format: JPEG or PNG
Format:	1200 x 300 px
Coverage:	3695 active contacts; 2975 Dutch and 720 French

(3): estimated appearance +/- 2 days

## 3. Website [www.vom.be](http://www.vom.be)

Banner on the MEMBERPAGE	1 mnth.	6 mnth.	12 mnth.
Only for VOM-members	250 €	1000 €	1500 €

## Technical specification, information & reservation website

Material submission:	14 days prior to the appearance
Run length:	1, 6 of 12 months
Format:	350 x 156 pixels
Photographs:	Submitted in digital format: JPEG or PNG

**VOM communicates with her target audience in Dutch and French.**

# ORDER FORM VOM INFO 2023

Company: \_\_\_\_\_  
Company contact : \_\_\_\_\_  
Street & number: \_\_\_\_\_  
Zip code & city: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Email: \_\_\_\_\_  
VAT number : \_\_\_\_\_

## ADS

(Ads only on left hand pages)

☐ Ad size (\*) : **A (1/1p)** **B (1/2p W)** **C (1/2p H)** **D (1/4p W)** **Back cover**

In the edition(s) of (\*) : ☐ **February** ☐ **April** ☐ **June**  
☐ **September** ☐ **October** ☐ **December**  
*(ad orders can be spread over max. two consecutive years)*

☐ Material will be sent by email (PDF HR, TIFF)  
☐ Layout ads (200 €)

## INSERTS

☐ Single sheet insert  
☐ 2-sheet folder insert (pre-folded by customer)  
In the edition(s) of (\*) : ☐ **February** ☐ **April** ☐ **June**  
☐ **August** ☐ **October** ☐ **December**

## REDACTION & ARTICLES

☐ Editorial article  
☐ Business report (number of pages: ....., including 1 picture per page)  
☐ Cover story (contribution of 2 pages + 1 picture per page + cover page + mention colophon)  
☐ Request editing by VOM (surcharge depending on number of pages, please contact the editor)  
☐ Add QR code to editorial article  
☐ Add company profile to an article  
☐ Partner of a number  
In the edition(s) of (\*) : ☐ **February** ☐ **April** ☐ **June**  
☐ **August** ☐ **October** ☐ **December**  
☐ Online content push  
☐ Extra copies requested ..... (pricing and specifications on request)  
☐ Text will be sent by mail

## E-NEWSLETTER

☐ Banner + active link  
☐ Referral of the business profile in VOMInfo as a banner with the newsletter  
In de edition(s) (\*) : ☐ **January** ☐ **February** ☐ **March** ☐ **April**  
☐ **May** ☐ **June** ☐ **July** ☐ **August**  
☐ **September** ☐ **October** ☐ **November** ☐ **December**

## WEBSITE

☐ Banner on the member page  
Run length: ☐ **1 month** ☐ **6 months** ☐ **12 months**  
Date: \_\_\_\_\_ Signature: \_\_\_\_\_