



Why advertise on mondofacto?

mondofacto exclusively licences the Online Medical Dictionary, originally developed by Dr Graham Dark. The site delivers over 10 million definitions a year to a global community of users, including health professionals, medical and biomedical students, medical secretaries and transcribers, academics and the general public.

mondofacto.com is a popular and trusted site, which is included in a number of prestigious Internet resource collections. These include the Intute database of resources that have been hand-picked and evaluated for quality and relevance by academic subject experts and the BUBL Information Service collection of high-quality resources selected for academic relevance.

Site Statistics

User demographics (Quantcast - Aug 09)

- > 54% of users earn over \$60K (£35K) per year
- > 14% earn over \$100K (£60K)
- > 61% are university educated

Site stats (Google Analytics - Month of May 09)

- > 1,304,891 page impressions
- > 610,209 visits
- > 493,305 unique visits

Visitor locations

- > 42% North America (37% USA)
- > 31% Europe (20% UK)
- > 14% Asia
- > 8% Oceania

How to book

To book your advertising campaign, please contact us:

Email: advertising@mondofacto.com

Advertising details

Your advertisement will be displayed on CPM basis (cost per one thousand ad impressions). There is a minimum purchase of 100 CPM units, so you don't need a huge advertising budget to reach our users.

Advertisements must be paid for in advance and will be displayed until the account balance is exhausted.

Advertisements will be displayed in rotation with equal weighting to ensure equal viewing time. No more than 3 advertisers will appear in any one location, and you can choose to be the only advertiser to appear in a rotation (you have the option of providing three different ad designs to display in rotation to increase the visibility of your advertisement).

Advertising space is priced according to the visibility of each location. Any advertisements appearing lower down the page are charged at a CPM of £2 (\$3.50).

We can offer sponsorship opportunities that give you exclusive advertising in all locations on every page. Alternatively, you may want to sponsor specific areas of the site; for example, the word tools or study skills pages.

Sponsored links appear as text links (maximum 60 characters, including spaces) on definition pages. Links are non-exclusive and are charged at a rate of £35 (\$50) per link per page for a period of 12 months.

Payment

Payment must be received before the first day of the booked month. Please see our advertising terms and conditions before placing an order for advertising.

The main advertisement sizes and positions we offer can be viewed on the following page.



Advertising options

The screenshot shows the website layout with several ad spots highlighted:

- Leaderboard:** Located at the top of the page, below the navigation bar.
- Large Box:** A large rectangular area on the right side of the page.
- Button:** A small rectangular area on the right side of the page.
- Skyscraper:** Two vertical rectangular areas on the right side of the page.
- Sponsored links:** A rectangular area below a definition on the left side of the page.
- Banner:** A wide rectangular area at the bottom of the page, above the footer.

Leaderboard

> A popular ad size in a highly visible location; this is the premium advert position on mondofacto.com.

Large Box

> Increasingly popular and highly visible advert size that really catches visitors' attention.

Button

> An excellent budget option. A good way of displaying your company's logo or logotype. The adverts are shown in rotation but we are happy to discuss exclusive use.

Skyscraper

> A familiar advert size, popular with advertisers and visitors.

Sponsored links

> A text link that appears under a definition; a great way of reaching a niche audience.

Banner

> In this area we offer both a 468x60px banner space, and the leaderboard size (728x90px).

Interested in advertising with mondofacto?
 Then contact us:
advertising@mondofacto.com