

# CPM Advertising

Contributed by admin  
Monday, 03 September 2007  
Last Updated Friday, 18 September 2009

CPM Banner Advertising:

What does CPM mean?

CPM refers to "cost per thousand" and is used by the advertising industry to describe how many people have viewed the banner ad ("page views" they call it), or received an "impression" by seeing the ad.

So CPM means per 1,000 impressions, and for example, 200,000 impressions is 200 x CPM

Each impression is one display of your ad. So for example, if you purchase 200,000 impressions, you will have your ad shown almost 770 times for every USD you spend

728 x 90 Leaderboard

Shown on all or our pages, including: Main Site sub pages, Forum, Classifieds and Baht 160 x 600 Wide Skyscraper Available only on Main Site 468 x 60 Full Banner Available only on Main Site 160 x 60 Mini banner This banner is shown on our main site. CPM Banner Pricing

Size	Description	CPM	Price	Mainsite	Forum
728 x 90	Leaderboard	300 baht	y y y n y		
468 x 60	Full banner	250 baht	y n n n n n n n		
160 x 60	Wide Sky Scraper	200 baht	y n n n n n n n		
160 x 60	Button	30 baht	y n n n n n n n		
Media Pack Pricing					
	Impressions	Duration	Price	Impressions	728 x 90 Impressions
160 x 60	Media Pack 1	200,000	30 Days	à,¿7,500.00	100,000 60,000 40,000
500,000	Media Pack 2	60 Days	à,¿15,000.00	250,000	150,000 100,000
1,000,000	Media Pack 3	90 Days	à,¿28,000.00	500,000	300,000 200,000
1,000,000	Media Pack 4	120 Days	à,¿47,000.00	2,000,000	1,000,000 600,000 400,000

Allowed banner formats: .swf, .gif, .jpg and .png (180 x 20 does not support .swf)

Media Pack Positions When purchasing a media pack, your ad will rotate on the following positions on the main site and on the forum pages

Banner design:

Advertising with Thaivisa.com under the local forums, bundles, specialty forums gives you banner space both under topic on the main page you wish to sponsor and within the topic it self.

## Banner Requirements

The following are requirements concerning your own banner design;

-

The banner must include the url and be made to open the target url in a new window (target\_blank) if flash.

-

Make SURE the banner works in Internet Explorer, Mozilla FireFox and Safari if flash.

-

The banner must not cause any security or pop up warnings.

-

The maximum size cannot exceed 25 Kb for any banner for forum 468 x 60 and CPM Banners.

-

The maximum size for 180 x 20 mini banners is 5kb and only supports .png, .gif and .jpg.

-

We accept .jpg, .gif, .png formats. Animated or not.

-

Flash Banners can be used in all positions, except 180 x 20 Forum Mini banners.

**Note!**

We reserve the right to refuse any ads that are unsuitable or offending to our readers.

Money paid will of course be refunded for rejected ads, but an administrative fee of 10% will be deducted.

All Paypal USD Prices are calculated using XE Currency Converter

See our Advertising Terms and Conditions for further details. [Read more..](#)