

## **HEGAN – Basque Aerospace Cluster**

<b>Advertising Rates 2015</b>
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**ADVERTISING RATES FOR HEGAN'S *WEBSITE* – [www.hegan.aero](http://www.hegan.aero)**

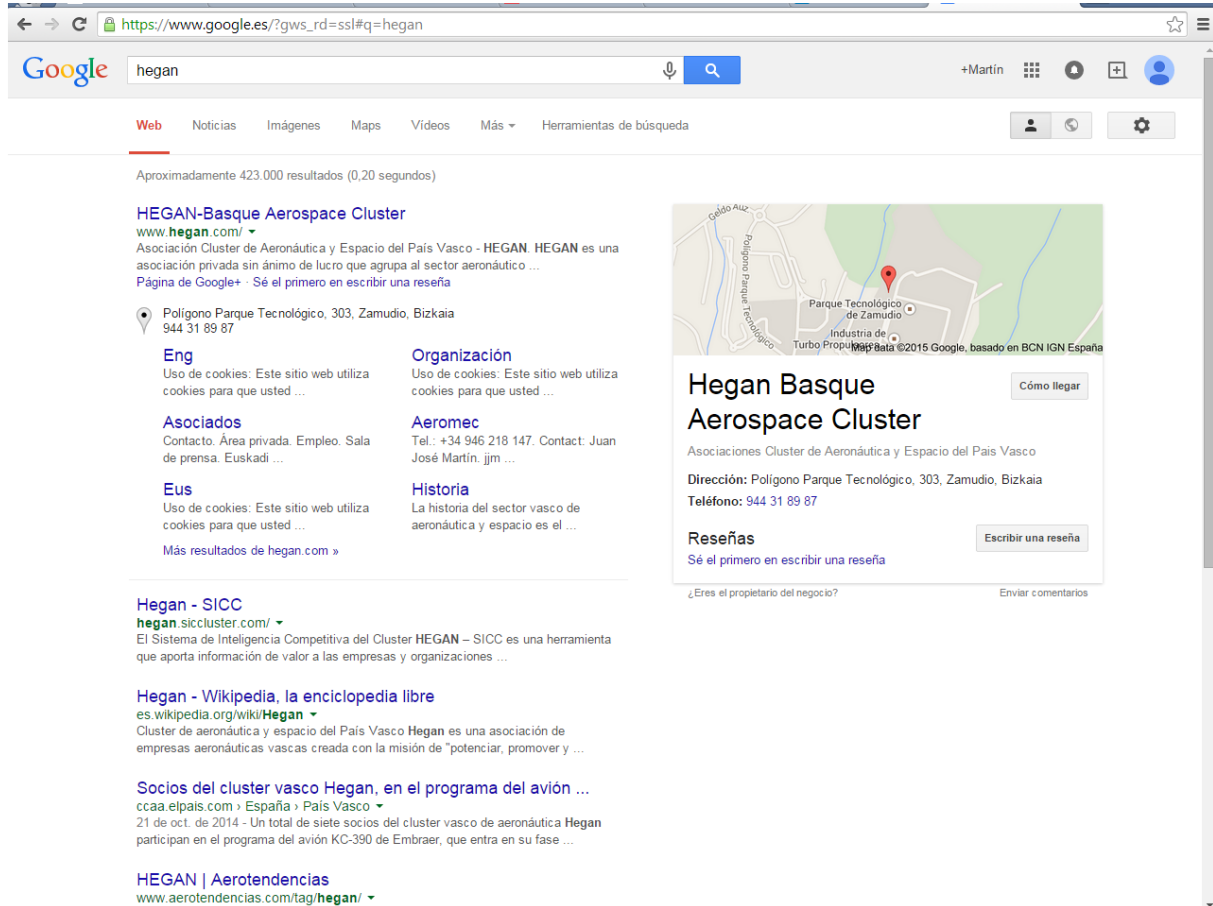
**ADVERTISING RATES FOR HEGAN'S *DAILY E-ALERT***

***BOOST YOUR BUSINESS***  
***Increase your exposure through HEGAN***

***Contact us now***

## 1. Advertising rates for HEGAN website

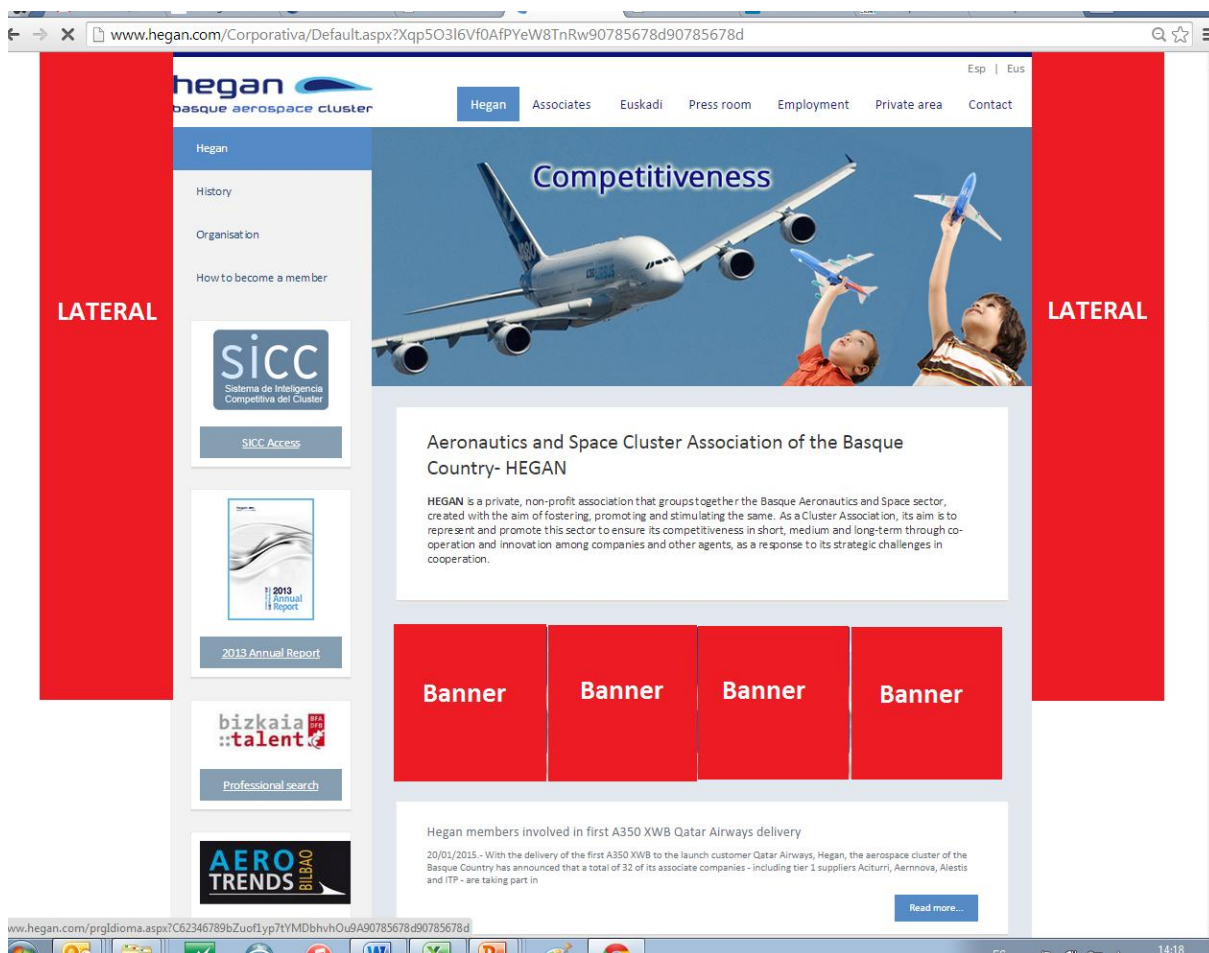
HEGAN's portal ([www.hegan.aero](http://www.hegan.aero)) is a point of reference for information on the aerospace sector for Spanish speakers. It comes out in first position in Google searches for the word 'hegan':



For a number of years now, the Cluster Association, HEGAN, has been a reference model both in the aeronautics and space sector and in the area of innovating associations and groups. This becomes clear if one considers the number of requests we receive from governments, development agencies, other associations and entities eager to learn about our success and to share our good practices and experiences.

We estimate that the around **12,000 visits made every year** to HEGAN's website are from professionals in the aeronautics and space sectors and from senior officials in their respective administrations. In order of importance, the visits are made from following countries: Spain, USA, China, Germany, Portugal, Turkey, France, UK, India and Indonesia.

**This is OUR WEBSITE and the spaces where you can insert your advertisement:**



A powerful support that enables you to reach your clients

## 2015 PRICE LIST:

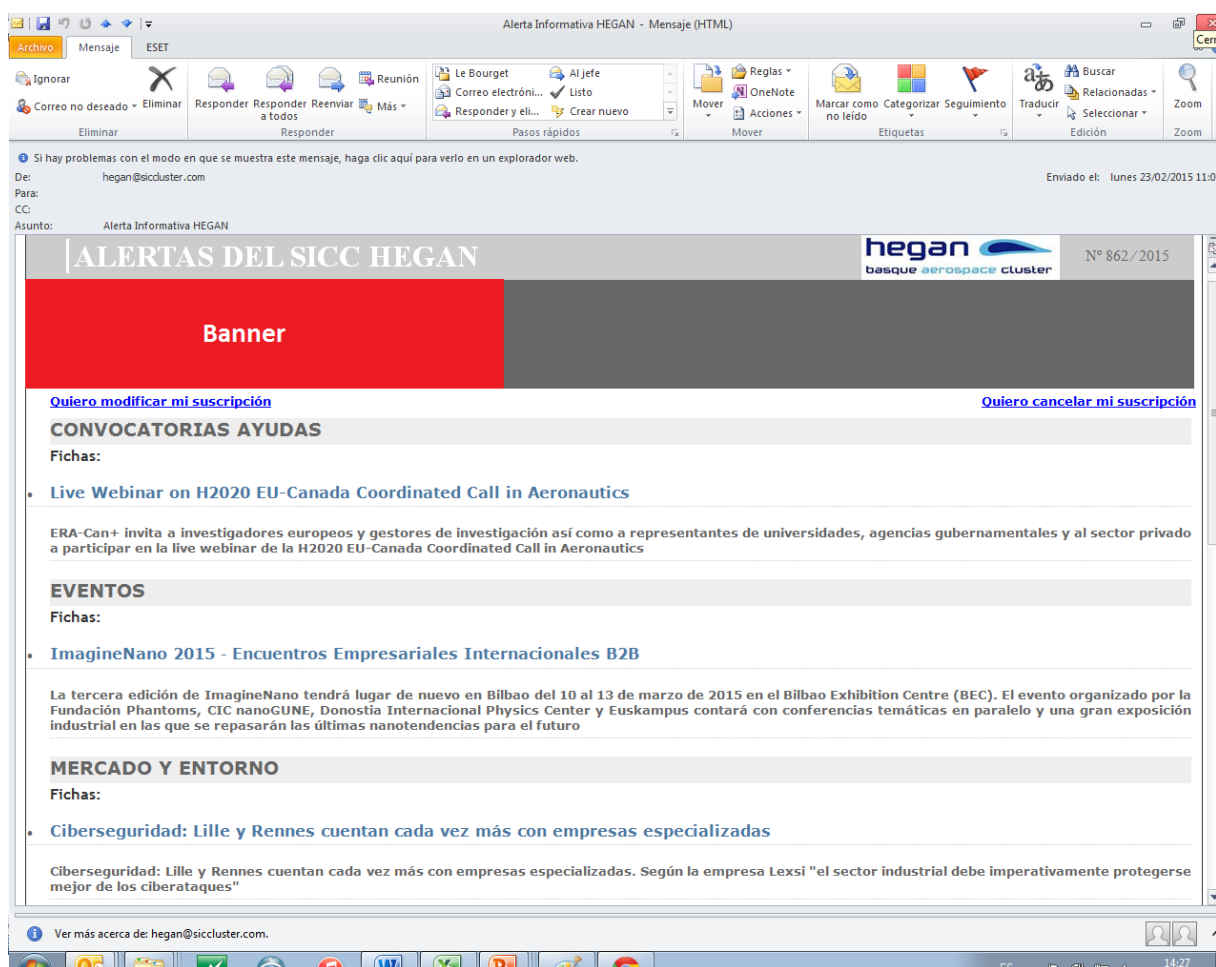
Space	Dimensions	Monthly rate
<b>Banner</b>		
Banner	175 px wide X 175 px high	150 euros
For contracting 2 or more: 20% discount. E.g.: 2 Banners:	360 px wide X 175 px high	240 euros
<b>Side (Lateral)</b>		
Side	120 px wide X 750 px high	200 euros
For contracting both: 20% discount (Side 1+2)	(120 px wide X 750 px high) x 2	320 euros

**For other options, consult us for prices and availability – VAT not included**

## 2. Advertising rates for HEGAN Daily e-Alert

HEGAN members receive a daily electronic alert with information of interest to them. This clipping is received by more than 210 users of the 41 member organisations of HEGAN. These users are the people who plan, budget and take decisions: CEOs, Managing Directors, Managers and senior officers of our aeronautics and space industry.

Large entities forward this e-mail on to individuals within their organisations. We estimate, therefore, that **more than 350 professionals will see the following Banner everyday:**



### 2015 PRICE LIST:

Space	Dimensions	Monthly rate
Banner		
Banner	Max. 500 px wide x 100 px high	190 euros

VAT not included

HEGAN members will enjoy a 40% discount on all the aforementioned prices.

**We are at your disposal to boost your business at: [arodriguez@hegan.com](mailto:arodriguez@hegan.com)**