

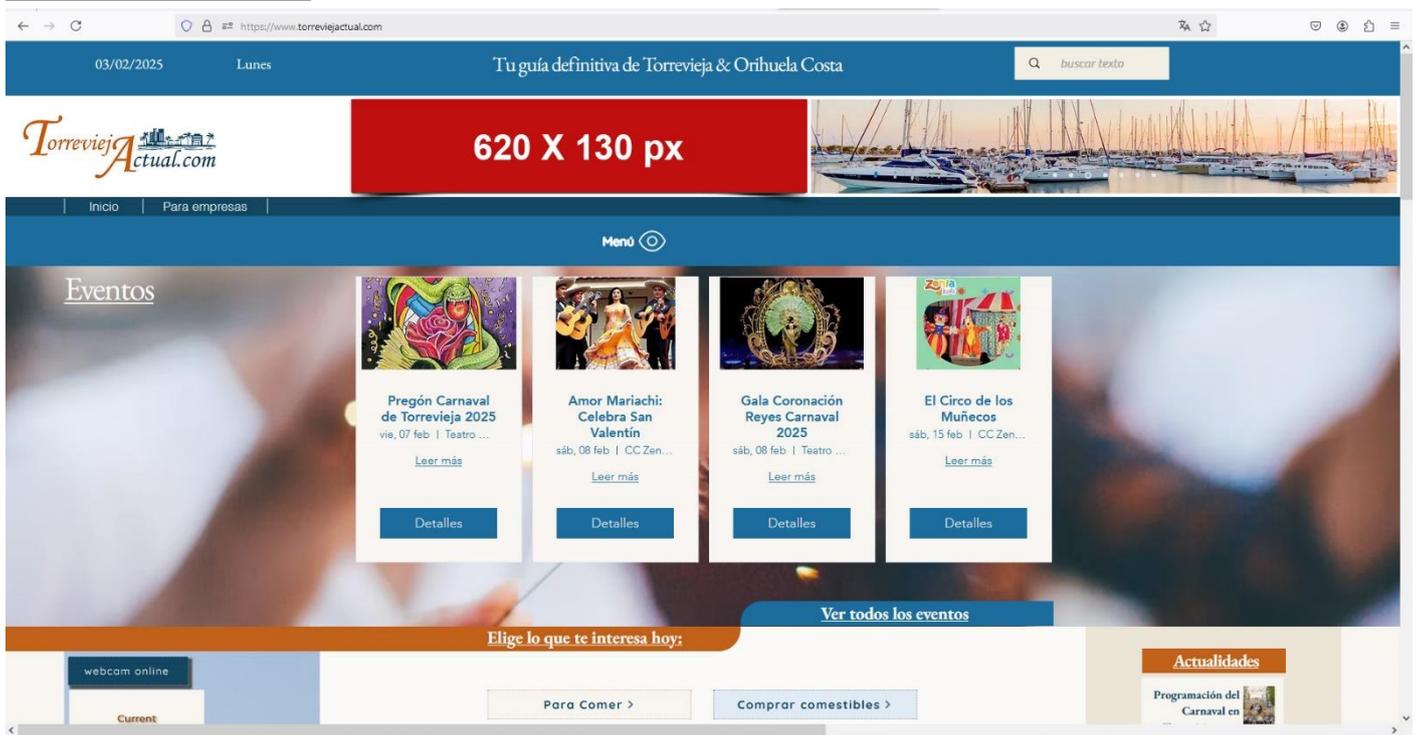
Our project is informative and entertaining in nature and should be **user-friendly** and interesting.

For this reason, we suggest placing banners and advertising links on the Torre Vieja Actual.com portal pages in strictly designated locations that do not conflict with the overall design or irritate the user.

Banner sizes when displaying ads will be adjusted to different devices: computer (laptop), tablet, smartphone.

The placement **cost includes the development of a simple (non-animated) banner** according to the client's preferences.

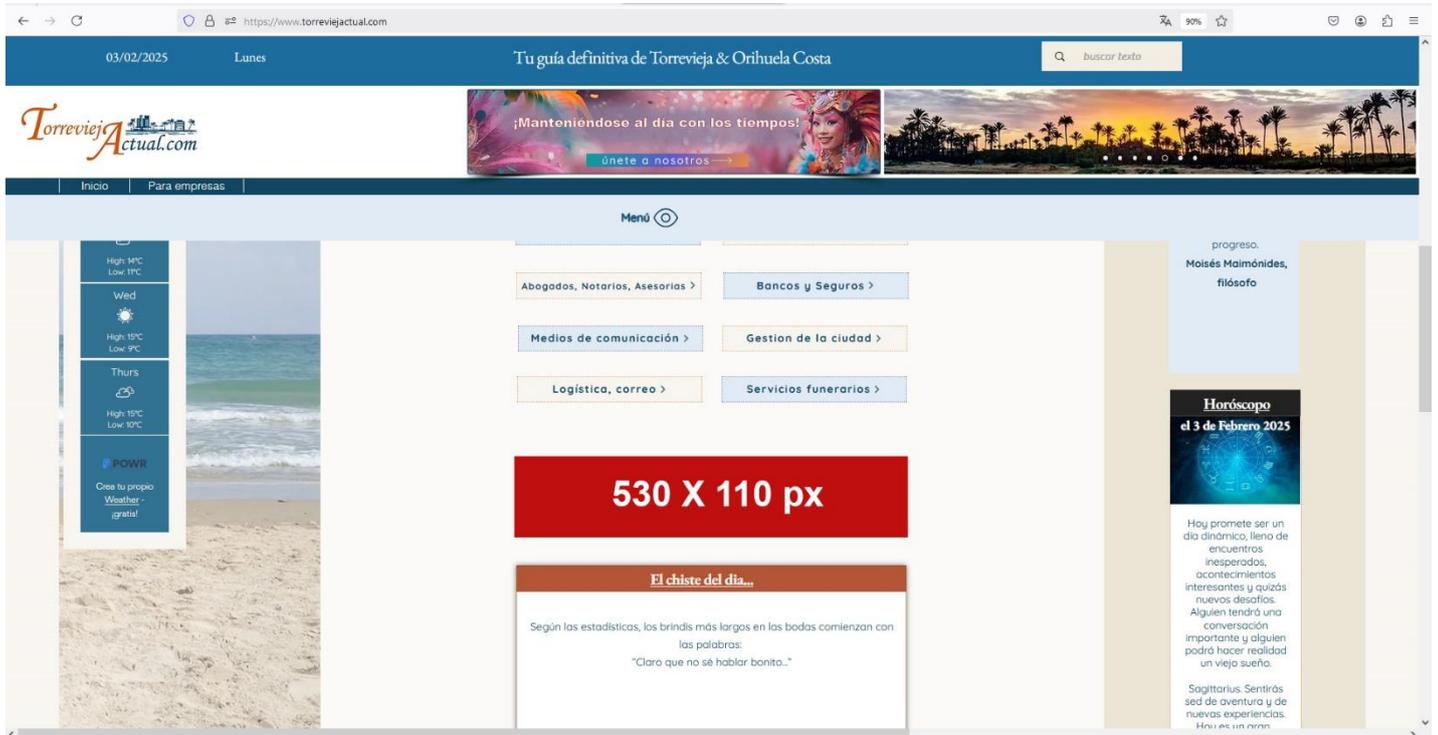
The top banner



The top banner is **620 x 130 pixels** in size and is displayed on all website pages.

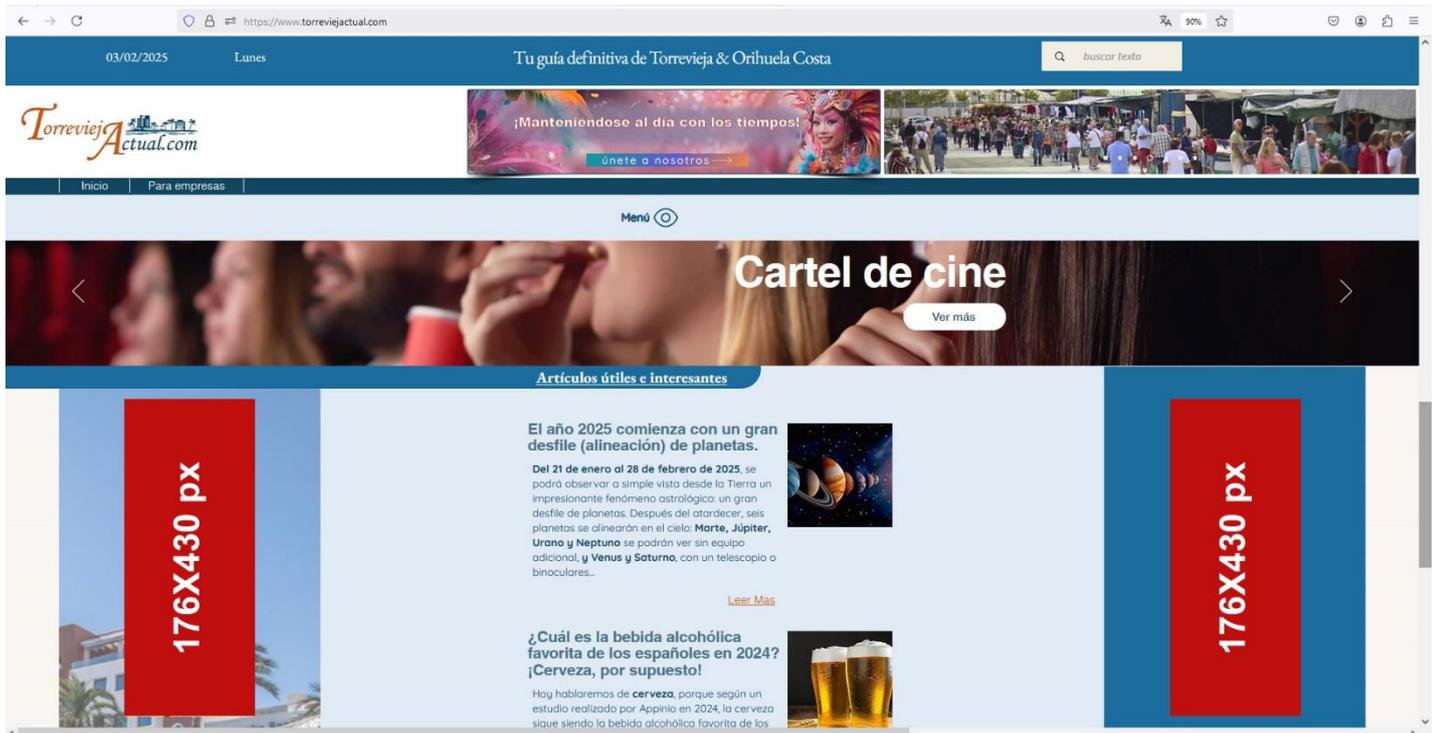
The cost of placing this banner is **€40/week**.

Main page



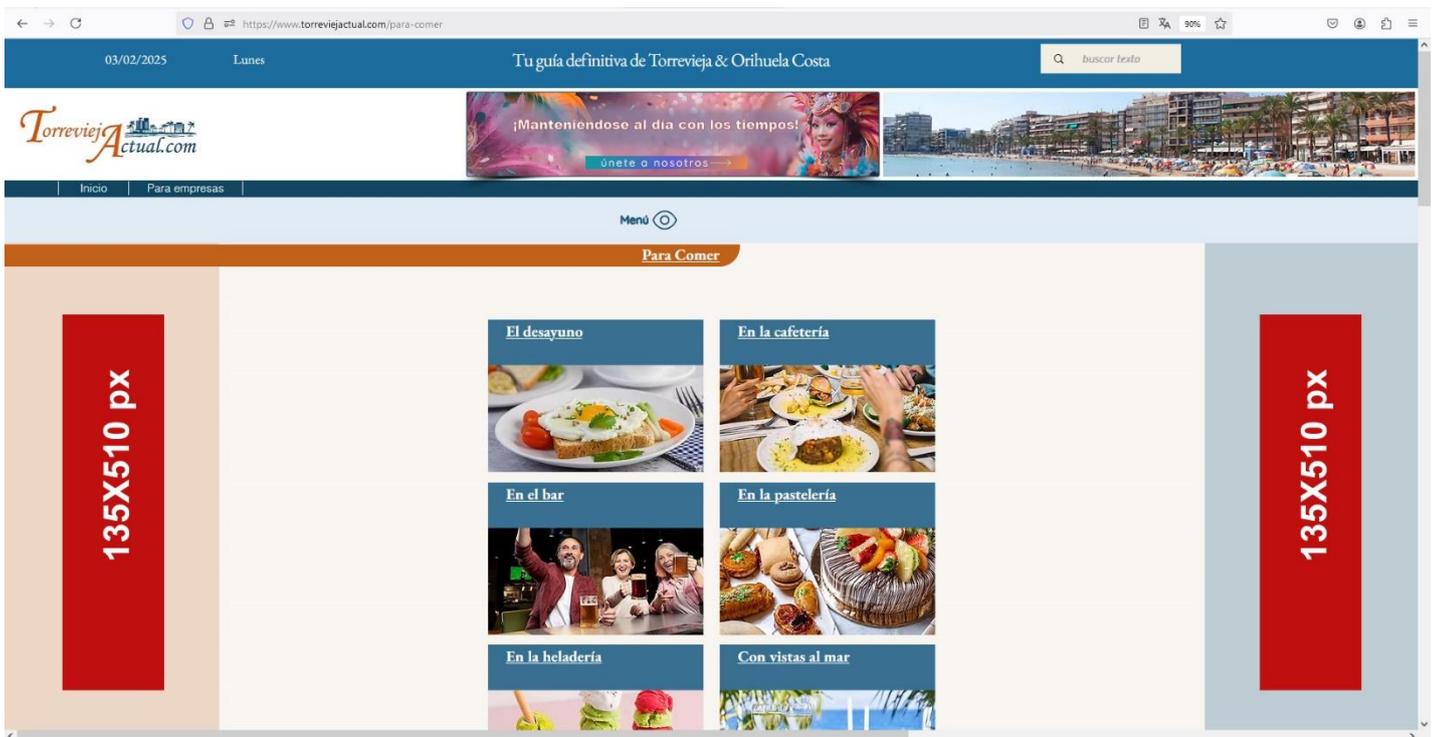
Horizontal banner measuring 530 x 110 pixels on the Main page, below the list of sections.

The cost of placing this banner is €60/month.



Vertical banners on the Main page, measuring 176 x 430 pixels in the Articles section. The cost of each banner is €40/month.

Subsection title page



A vertical banner measuring **135 x 510 pixels on the subsection title page** has a higher CTR (user click-through rate).

And if it matches the page's theme, it's very effective. The cost of placing each banner is **€30/month**.

If you have any questions about the development, cost, placement, or effectiveness of advertising banners, please contact our specialists at +34604417021 or by email at torreviejactual@gmail.com

Company list page

The screenshot shows a web browser displaying a business listing page. The page has a blue header with the date '03/02/2025', the day 'Lunes', and the title 'Tu guía definitiva de Torrevieja & Orihuela Costa'. A search bar is visible in the top right. Below the header, there is a navigation menu with 'Inicio' and 'Para empresas'. The main content area is titled 'Para Comer' and features a sub-section 'Con vista al mar' with a small image of a beach. Two business listings are shown: 'Bar El Asturiano' and 'Bar La Playa'. Each listing includes details such as 'Dirección', 'Web', 'Telefono', and 'Coment'. Two vertical red banners are placed on either side of the listings, each containing the text '135X510 px'.

A 135 x 510 pixel vertical banner on the business listing page has the highest CTR (click-through rate) if the banner ad's theme matches the subsection's theme.

The cost to run each banner is **€20/month**.

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