

Advertising 2010

takingupresidence.com

GUIDING YOU ABROAD

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**Taking
Up
Residence**





Advertising



Taking Up Residence is the international platform for people taking up residence abroad. We provide extensive but essential up to date information supported by a substantial list of providers able to assist immigrants with the process and procedures associated with moving to a new country.

Europe	North America
Belgium	Canada
France	USA
Germany	
Greece	Central America
Italy	Costa Rica
The Netherlands	
Portugal	South America
Spain	Argentina
Switzerland	
Turkey	Pacific
United Kingdom	Australia
	Asia
	China
	Singapore

Since:

March 2009

Average number of unique visitors:

15.000 Monthly

200.000 Pageviews Monthly

12.000 Newsletter Subscribers

Published by:

TUR B.V.

Target groups:

Foreign professionals, entrepreneurs, students, early retirees and senior citizens.

All prices at the time of sale will be honoured throughout the duration of the Advertising Order and the dates specified within it. However, TUR reserves the right to change future prices without prior notice.



Advertising

Targeted Reader Profile

Reader age groups:

25-40 years old 35%

41-65 years old 55%

Education: 80% university degree,
masters degree or higher

Taking Up Residence (TUR) appeals to the:

(1) *typical expatriate* - a highly skilled professional with an average disposable income of several thousand euro per month, staying an average of 4 to 5 years.

(2) *new resident* - individuals (professionals, entrepreneurs, students, retirees) planning to reside permanently in a new country and acquire permanent citizenship. These could be, for example, mobile professional Europeans,

US or Canadian entrepreneurs opening a branch office in Europe or Asia, or Northern American seniors retiring to more affordable Latin American countries.

(3) *international student* - including MBA students that have specific needs for products and services related to housing, international banking / loans, clothing, travel, insurance, language schools, universities, (mobile) internet, etc. This future generation of highly skilled professionals may very well be the next generation of expats; interested in utilizing the services of relocation specialists/movers, private international schools for their children, lawyers,



Advertising

real estate agents and brokers (buying or renting), upmarket travel services, medical doctors, off shore banking specialists, tax and financial advisors, and car leasing and rental agencies. With higher levels of disposable income, they will also be interested in buying high-

end luxury items such as cars, boats and vacation homes.

- (4) *emerging nation professionals* – a growing number of highly skilled migrants from developing countries, with different needs and demands than the traditional expat.





The strength

TUR provides advertisers with the opportunity to reach a large number of well-educated and mobile consumers with real purchasing power. Furthermore, our advertising program allows you to target your message to users interested in a particular segment (topic).

<i>Sections</i>	<i>Housing</i>
<i>Children</i>	<i>Language</i>
<i>Climate</i>	<i>Recreation</i>
<i>Culture</i>	<i>Security</i>
<i>Education</i>	<i>Senior Citizens</i>
<i>Employment</i>	<i>Students</i>
<i>Entrepreneurs</i>	<i>Taxes</i>
<i>Environment</i>	<i>Transport</i>
<i>Finances</i>	<i>Utilities & Media</i>
<i>Healthcare</i>	<i>Visa and Permits</i>

Clear segmentation

The TUR website has clear segmentation per country through 19 different sections. On the left our categories of expertise.

International reach

TUR offers an excellent opportunity for international branding through a campaign running effectively 24 hours a day.



Specifications

TUR has designed its layout and banner ad format to ensure that advertisers are provided with the best opportunities to potentially attract the user's attention.

We offer three types of banner ad options: PowerBlock, PowerTower and PowerLine.



PowerBlock 180(w) x 150 (h) pixels
max 45kb, max 50kb flash

Duration : 1 Month

File format: Gif, PNG, JPG, SWF

Availability: Global (TUR), National (NAT)
or Category (CAT) pages of the website

Lead time: 5 working days

Up to four, non-rotating PowerBlock ads
per page are possible.

If interested in placing an advertising order, please contact us at

www.takingupresidence.com/contact/general-information.html



Specifications



PowerTower 160 (w) x 600 (h) pixels
max 45kb, max 50kb flash

Duration: 1 Month

File format: Gif, PNG, JPG, SWF

Availability: Global (TUR), National (NAT)
or Category (CAT) pages of the website

Lead time: 5 working days

Our PowerTower banner ad is shorter ,
but wider than the standard skyscraper
ad. Only one PowerTower ad per page is
allowed.

If interested in placing an advertising order, please contact us at

www.takingupresidence.com/contact/general-information.html





Specifications

PowerLine 728 (w) x 90 (h) pixels
max 45kb, max 50kb flash

Duration: 1 Month

File format: Gif, PNG, JPG, SWF

Availability: Global (TUR) pages of the
website, on request only

Lead time: 5 working days



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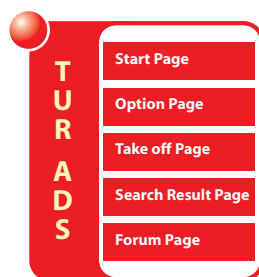


Options

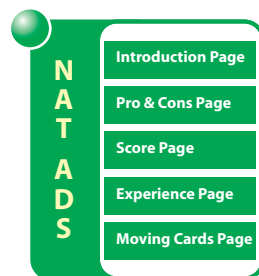
Advertisements are placed for a period of 1 month, dependent on selection of either the Global (TUR), National (NAT) or Category (CAT) pages of the website.

If interested in placing an advertising order, please contact us at

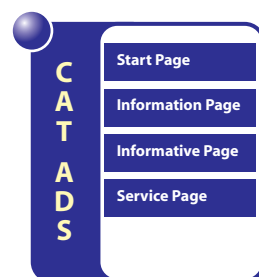
www.takingupresidence.com/contact/general-information.html



Global (TUR) ADS: an excellent branding opportunity to extend your reach internationally through an effective 24/7 campaign.



National (NAT) ADS: position your brand name in front of visitors researching more than one country.



Category (CAT) ADS: reach country-specific visitors through clear segmentation in 19 different sections.





Options

TUR ADS



Start Page [1x]

[Example](#)

PowerLine - On request



Option Page [5x]

[Example](#)

PowerTower - On request



Take Off list Page [7x]

[Example](#)

Monthly rates

PowerTower - 50 EUR [61 USD]/7p

PowerBlock 25 EUR [31 USD]/7p



Search Result Page [1x]

[Example](#)

Monthly rates

PowerTower 50 EUR [61 USD]/1p

PowerBlock 25 EUR [31 USD]/1p



Forum Page [1x]

[Example](#)

PowerLine - On request





Options

NAT ADS



Introduction Page [1x]

[Example](#)

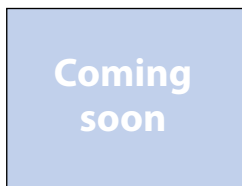
Monthly rates, per country
PowerTower 50 EUR [61 USD]/1p



Pros & Cons Page [1x]

[Example](#)

Monthly rates, per country
PowerTower 50 EUR [61 USD]/1p
PowerBlock 25 EUR [31 USD]/1p



Score page [1x] - Not available yet

[Example](#)

Monthly rates, per country
PowerTower 50 EUR [61 USD]/1p
PowerBlock 25 EUR [31 USD]/1p



Experience Page [1-4x]

[Example](#)

Monthly rates, per country
PowerTower 50 EUR [61 USD]/1-4p
PowerBlock 25 EUR [31 USD]/1-4p



Moving Cards Page

[Example](#)

PowerTower - On request
PowerBlock - On request





Options

CAT ADS



Start page [1x]

[Example](#)



Information Page [8-15x]

[Example](#)



Informative Page [1x]

[Example](#)



Service Page [1x]

[Example](#)

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Monthly rates, full channel, per country
PowerTower 50 EUR [61 USD]





Options

Newsletter sponsorship



TUR is reaching out to professionals and businesses interested in promoting their services and products to expats. The need for expat friendly resources is always great, and the TUR – Expat Web newsletters would provide you with a great opportunity to bring your message to thousands of [Expat Web](#) members and TakingUpResidence (TUR) website visitors.

For a 75-word description, logo and link OR a standard size banner (468x60) in a monthly issue the cost is only €50/\$61. Advertising space is limited to five ads per issue.

If interested in securing an ad in the TUR – Expat Web Newsletter, please contact us using our [Contact Form](#) on the TUR website.

All the TUR – Expat Web (PDF) newsletters can be downloaded from our [Newsletter page](#).





Rules

Supply / Delivery

All AD materials including click-through URL and clickTag are to be uploaded for each separate order to the TUR ADS website no later than five (5) working days before the placement start date. The exact URL, login and password required for uploading will be provided in the email booking confirmation, which also contains your (electronic) invoice.

Any questions?

Contact the Support Desk by email at cs@takingupresidence.com or by telephone at +31 20 6892172 between 9.00 and 17.00 GMT +1.

Technical information

Maximum size for GIF, PNG or JPG files is 45Kb.

Maximum size for SWF (Flash) files is 50Kb. If Flash is used, a backup-gif will always be supplied.

Animation can loop indefinitely but make it fluent. Continuous flashing or moving of specific components is not allowed.

It must be clear to the Takingupresidence.com visitor when an ad statement is being made and when it is not. Ads are therefore not allowed to appear like an operating system nor can an ad copy or imitate graphical elements of the Takingupresidence.com website.

The landing-page of an ad will be opened in a new window.

An HTML-script is to be provided if an HTML banner is used. The file 'method=get' will be used instead of 'method=post'.

HTML ads will always be placed on a test site first. All ads are subject to review and prior approval by TUR.





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Rules

Sound

User initiated sound/video only. Once audio/video begins, there must be a clear "pause" or "stop" button.

Sound is limited to certain positions or pages. For details, contact the Support Desk first before proceeding. They and the website administrator will then decide whether the sound has an added value and will not be disturbing.

Video

If streaming video is applied, there must be a clear "play", "pause", "stop" and "mute" button.

The video may start automatically the first time. Replay is only allowed if initiated by the user.

The recommended video length is 30 seconds; 2 minutes is the maximum allowed.

Expandable banners

The expandable component may only be visible after mouse over, never automatically.

After a mouse off, the expandable component must automatically disappear.

The expandable is allowed a frequency cap of 2.

The Powerline banner is only allowed to expand down. The PowerTower or PowerBlock are only allowed to expand to the left.

Either HTML or Flash will be delivered in 1 file.

Pop-up

Pop-up is allowed a frequency cap of 1.

DHTML / Layered Ads

On request and subject to timely review and prior approval by TUR. Contact the Support Desk for more information.

