

Advertise on No To Fakes



You can place advertisements on the front page or many of the other pages of No To Fakes. In doing so, you reach an audience of both brand owners and consumers. The brand owners are looking at ways to protect their intellectual property further and the consumers are discerning members of the public that wish to purchase genuine products and learn more about the problems of fakes.

Advertisements should be of content relevant to the subject of our site; referring to genuine products, anti-counterfeiting, or brand security. As such, advertisements are subject to editorial review. We currently accept advertisements from brand owners, technology suppliers, consultancy companies, and event organizers.

Placement is usually on the left hand side of the page, subject to availability. Options include non-rotating placement (every visitor will see your advertisement) and rotation (your advert will be displayed on a rotation basis based on when the visitor opens the page).

The advertisement is 170 x 200 pixels and should be supplied as jpg or gif file of no more than 25kb in size.

The advertisement can be linked to your website or to your email address.

If you are a brand owner, you may like to subscribe to the No To Fakes hosting service whereby you can manage your own page content about how to buy genuine versions of your products. Visit www.notofakes.com or email subscribe@notofakes.com for more details.

Placement*	Option 1 <i>Non-rotating</i>	Option 2 <i>Rotating</i>
Front page (Home)	EUR 399 / GBP 359 pcm	EUR 199 / GBP 189 pcm
Forum	EUR 299 / GBP 269 pcm	EUR 179 / GBP 169 pcm
Brands, and sub pages	EUR 249 / GBP 229 pcm	EUR 149 / GBP 139 pcm
Resources, and sub pages	EUR 229 / GBP 209 pcm	EUR 129 / GBP 119 pcm

* Subject to availability and editorial review