Advertiser Options

Last updated May 2019

At a glance

- AF-UK has 17,315 registered users, ~2,000 daily unique viewers, ~11,000 page views per day
- You can buy advertising space at the top of the website for £28 per 2 weeks
- You can buy advertising space at the bottom of the website for £80 per 6 months
- We will not endorse any product, service or business for any amount of money
- Contact admin@airsoft-forums.uk to get started

Introduction

Started in 2008, Airsoft Forums UK (AF-UK) is one of the oldest and most visited forums for airsoft-related discussion by UK players. It is an independent forum not affiliated with any retailer or skirmishing site.

AF-UK is primarily a place for discussing new and existing airsoft products, skirmish sites and to socialise with like-minded players. In addition, AF-UK hosts an active classifieds section, which provides a place for players to meet buyers and sellers of second hand goods.

Thank you for considering advertising on AF-UK. Should you have any further questions or wish to start advertising, please contact admin@airsoft-forums.uk. Replies are typically made within 48 hours.
Current viewership

Member count
AF-UK currently has 17,315 registered users.

User activity
AF-UK has served content to;
~12,000 visitors (both registered and unregistered) in the past week
~42,000 visitors (both registered and unregistered) in the past month

AF-UK has served content in;
~22,000 sessions (by both registered and unregistered visitors) in the past week
~93,000 sessions (by both registered and unregistered visitors) in the past month

User devices
AF-UK serves its content on;
mobile 55.9% of the time
desktop devices 37.2% of the time
tablets 6.8% of the time

*Data accurate as of November 2018. Using a mix of Google Analytics and internal data from the forum board software, IPB.

Advertising options
Footer leaderboard or medium rectangle
(£80 per 6 months, paid in advance)
A standard advertisement that displays below page content, but above the footer of AF-UK. This is advert is designed for events, products or businesses. This advert will display on **33.3% of all page loads** as the position is shared with two other advertisers.

**You may choose between three display formats**

*Mixed 'responsive' (this is the best option for most cases)*

- 728x90px & 300x250px (both 'leaderboard' and 'medium rectangle' versions)
- Up to 512kb
- Animation allowed
- Hyperlink of your choosing, click tracking enabled
- This will be made 'responsive' to resize to mobile screen sizes (so that your advert will not be clipped off the screen). The 728x90px image will be used for desktop devices and the 300x250px for mobile and tablet devices

*Leaderboard*

- 728x90px
- Up to 512kb
- Animation allowed
- Hyperlink of your choosing, click tracking enabled
- This will be made 'responsive' to resize to mobile screen sizes (so that your advert will not be clipped off the screen) - this may result in the image resolution being decreased slightly so that it fits on a mobile screen, but this is done on a per-page load basis

*Medium rectangle*

- 300x250px
- Up to 512kb
- Animation allowed
- Hyperlink of your choosing, click tracking enabled
- This will be made 'responsive' to resize to mobile screen sizes (so that your advert will not be clipped off the screen) - this may result in the image resolution being decreased slightly so that it fits on a mobile screen, but this is done on a per-page load basis

*Header leaderboard*  
(£28 per 2 weeks, paid in advance)

A very high-impact leaderboard that displays above page content, but below the AF-UK header. This is advert is designed for events, new products or sales. This advert will display on **50% of all page loads** as the space is shared with one other advertiser.

**This advert is the following**

*Leaderboard*

- 728x90px
- Up to 512kb
- No animation allowed
- Hyperlink of your choosing, click tracking enabled
- This will be made ‘responsive’ to resize to mobile screen sizes (so that your advert will not be clipped) - this may result in the image resolution being decreased slightly so that it fits on a mobile screen, but this is done on a per-page load basis
- We cannot offer the same full responsiveness as the footer banner as the advertisement becomes too obtrusive on mobile devices

Example advert locations

Footer leaderboard
<table>
<thead>
<tr>
<th>Total Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>17,825</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Most Online</th>
</tr>
</thead>
<tbody>
<tr>
<td>5/9</td>
</tr>
</tbody>
</table>

**NEWEST MEMBER**

Limonix

Joined 1 hour ago

<table>
<thead>
<tr>
<th>LATEST ADS</th>
</tr>
</thead>
<tbody>
<tr>
<td>WE M4</td>
</tr>
<tr>
<td>By Who careswins</td>
</tr>
<tr>
<td>£190.00</td>
</tr>
<tr>
<td>6 days and 23 hours</td>
</tr>
</tbody>
</table>

| Tokyo Marui M92F Chrome Stainless |
| By Who careswins |
| £115.00  |
| 6 days and 23 hours |

| Classic Army Nemisis X9 plus extras |
| By Azarker |
| £300.00  |
| 6 days and 23 hours |

| ICS (Metal) CXP Transform UK1 + Batteries |
| By Climax |
| £250.00  |
| 6 days and 22 hours |

| WE 1911 GBB Airsoft Pistol |
| By Andy M |
| £70.00  |
| 6 days and 19 hours |
A banner design service is available through harrycope.me for any graphics. Typical prices are between £20 to £60 (depending on complexity and format). These are completed by a 3rd party that specialises in copy and design for print and web. Turnaround typically 3 days.

Please email for further information.

AF-UK will not endorse or ‘make official’ any product, company, skirmish site or advertiser brand.

Payment via PayPal will incur a 2.6% surcharge, should bank transfer not be preferential.
AF-UK reserves the right to remove any advert that it deems unsuitable for its audience. In such a case, a refund will be made on a prorated basis from the date of the removal of the advertisement.

All advertisements are subject to pre-approval by AF-UK.

Though you may request the image file for a particular advertisement spot be changed, AF-UK is not obliged to make these changes. Effort will be made to change your image in a timely manner, however.

**Template files**

**Leaderboard**

[LEADERBOARD 728X90](https://airsoft-forums.uk/images/advertisers/leaderboard-example.jpg)

[AF-UK-Leaderboard-Template.psd](https://airsoft-forums.uk/images/advertisers/AF-UK-Leaderboard-Template.psd)

**Medium rectangle**

[MEDIUM RECTANGLE 300X250](https://airsoft-forums.uk/images/advertisers/medium-rectangle-example.jpg)

[AF-UK-Medium-Square-Template.psd](https://airsoft-forums.uk/images/advertisers/AF-UK-Medium-Square-Template.psd)