

## Advertiser Options

*Last updated November '18*

### 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](mailto:admin@airsoft-forums.uk). *Replies are typically made within 48 hours.*

### At a glance

- AF-UK has 17,315 registered users, ~1,600 daily unique viewers, ~9500 page views per day
- You can buy advertising space at the top of the website for £40 per 2 weeks
- You can buy advertising space at the bottom of the website for £70 per 6 months
- We will not endorse any product, service or business for any amount of money

### Current viewership

#### Member count

AF-UK currently has 17,315 registered users.

#### User activity

AF-UK serves content to;

- ~9,200 visitors (both registered and unregistered) in the past week
- ~33,000 visitors (both registered and unregistered) in the past month
- ~153,000 visitors (both registered and unregistered) in the past 9 months

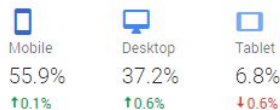
AF-UK has served content;

- ~17,000 sessions (by both registered and unregistered visitors) in the past week
- ~76,000 sessions (by both registered and unregistered visitors) in the past month
- ~422,000 sessions (by both registered and unregistered visitors) in the past 9 months

#### 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

Sessions by device



*\*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

(£70 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

*(£40 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 100% of all page loads** and is not shared with any 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

OFF TOPIC


**Off-Topic Discussion**  
A place to chat about anything unrelated to airsoft. Hobbies, real steel shooting, cars, travel, etc


14,368 posts

**Watches**  
By rocketdogbert  
7 hours ago


**Gaming**  
Come here to discuss all aspects of gaming whether it be portable, console or PC.

3,831 posts


**Ghost Recon Wildlands**  
By 13ZuluAlpha  
3 hours ago

**Media**  
Latest movies, TV, videos etc can be shared and discussed here.


2,015 posts


**Parasites Airsoft**  
By parasites airsoft  
Wednesday at 18:44

THE ARCHIVES


**Classifieds Archive**  
↳ The New AFUK Classifieds, • Guns for Sale, • Guns Wanted, • Parts & Gear for Sale, • Parts & Gear Wanted, • Swaps Only  
This was a place to buy and sell guns and gear.

32,801 posts

**WE PX4 2mags**  
By Oli.Hanks  
July 18

**Teams Archive**  
↳ Archive of old Teams on AF-UK  
This was a place for all the teams to talk.

361 posts

**Team game?**  
By jcheeseright  
December 5, 2017

WHO'S ONLINE 33 MEMBERS, 2 ANONYMOUS, 51 GUESTS (SEE FULL LIST)



proffrink, Keith\_1701, RR01, Osiris, Mikey106, Steve hunter, PT247, Matt86, koppel, FreeFrag.UK, Red Fox, Asomodai, Adrian\_lee33, 13ZuluAlpha, Ian180p, Icen1, Rogerborg, Adolf Hamster, skintrade, Encore, Hardballer1911, Ilij, HADley, ggtimmy, andy\_2\_cool, Solly4568, Fusionfiend, Dino, Ryder777, Whocareswins, Gepard, Rokas Danevicius, Delgado900

Home

Unread Content

Mark site read


LEADERBOARD 728X90





Contact Us


Airsoft Forums UK • Since 2008  
Powered by Invision Community

£190.00 6 days and 23 hours

**Tokyo Marui M92F Chrome Stainless**  
By Whocareswins  
£115.00 6 days and 23 hours

**Classic Army Nemesis X9 plus extras**  
By Azarken  
£300.00 6 days and 23 hours

**ICS (Metal) CXP Transform UK1 + B...**  
By Qlimax  
£250.00 6 days and 22 hours

**WE 1911 GBB Airsoft Pistol**  
By Andy M  
£70.00 6 days and 19 hours

## Footer medium rectangle

### Total Members

17,325

### Most Online

549

March 9, 2016



NEWEST MEMBER

Limonix

Joined 1 hour ago

### LATEST ADVERTS



WE M4

By Whocareswins

£190.00 6 days and 23 hours



Tokyo Marui M92F Chrome Stainless

By Whocareswins

£115.00 6 days and 23 hours



Classic Army Nemesis X9 plus extras

By Azarken

£300.00 6 days and 23 hours



ICS (Metal) CXP Transform UK1 + Batteries

By Qlimax

£250.00 6 days and 22 hours



WE 1911 GBB Airsoft Pistol

By Andy M

£70.00 6 days and 19 hours

MEDIUM RECTANGLE  
300X250



Contact Us

Airsoft Forums UK • Since 2008

Powered by Invision Community

## Header leaderboard

The screenshot shows the Airsoft Forums UK website. The header includes the site name, a search bar, and user options like 'Create', 'notifications', 'mail', 'proffink', and a 'Search...' button. The navigation bar has links for 'Browse', 'Classifieds', 'Activity', 'Teams & Sites', and 'Buy a Patch'. Below this, there's a 'Forums' section with a 'Start new topic' button. The main content area is divided into 'RULES & ANNOUNCEMENTS' and 'AIRSOFTING'. The 'AIRSOFTING' section lists various forums with their post counts and recent activity. On the right, there's a 'RECENT STATUS UPDATES' section showing user posts and a 'NEW TOPICS' section listing new forum topics.

Forum	Posts	Recent Activity
Rules	5	Forum Rules By Deva September 12, 2014
Announcements	240	Patches are now available... By djben9 October 28
Staff Room	630	Advertising - a moderation... By djben9 Thursday at 11:28
General Discussion	71,121	Please spoon feed me ! By Tackle 56 minutes ago
Latest News	5,192	Tokyo Marui recoil Mk.46 M... By Tiercel 4 hours ago
Guns, Gear & Loadouts	74,057	Gun picture thread By 13ZuluAlpha 3 hours ago
New Players & Arrivals	17,641	Greetings from Malahide.ie By Jedi_Master 1 hour ago
Places to Buy	5,866	Gunfire pt? By Valentine Friday at 20:40
UK Law	7,405	If an operable RIF is outs... By jcheeseright November 11
Supporters	928	Vote: Should the 'Recommen... By Shizbaki 14 hours ago
Forum Feedback	1,370	Removing/moving pictures/q... By...

## Design service

A banner design service is available through [harrycope.me](http://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.

## Advertising terms

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

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.

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



<https://airsoft-forums.uk/images/advertisers/leaderboard-example.jpg>

<https://airsoft-forums.uk/images/advertisers/AF-UK-Leaderboard-Template.psd>

### Medium rectangle



<https://airsoft-forums.uk/images/advertisers/medium-rectangle-example.jpg>

<https://airsoft-forums.uk/images/advertisers/AF-UK-Medium-Square-Template.psd>