



Skwigly

ONLINE ANIMATION MAGAZINE

ADVERTISING
MEDIA PACK

ABOUT SKWIGLY

Skwigly Magazine is a leading online source of information on the UK animation industry, providing a regular staple of:

- Latest News
- Film, Event and Product Reviews
- Exclusive Interviews
- Events & Festivals
- Tutorials
- Skwigly Podcasts & Videos
- Animated Short Film Showcase
- Competitions & Polls

Skwigly employs a network of writers and contributors from all corners of the UK, plus a number from overseas, to cover all aspects of animation production and breaking stories. Our aim is to bring together members from all over the animation industry - illustrators, musicians, voice artists, producers, art suppliers, etc.

OUR AUDIENCE

Our audience is comprised of animation professionals, broadcasters, production companies, freelancers, students, and devotees of animation.

Website Stats *	
Unique visits	28,000 per month
Pageviews	45,000 per month
Average time on site	4 minutes
Visits from	108 countries - 45% from the UK, 55% International

* Stats taken between February 2021 and January 2022

Social Media	
Twitter followers:	12,300+
Facebook followers:	5,800+
YouTube Subscribers:	4,700+
Video views:	2.6 million+
Newsletter subscribers:	8,000+
Podcast plays per month:	1,000

BANNER AD OPTIONS

Ad Name & Size	Ad duration (in months)				
	1	2	4	6	8
Website Skin (includes King Banner)	£800	£1500	£2900	£4200	£5500
King Banner - 1200 x 140 px	£400	£750	£1400	£2000	£2700
Sidebar Ad - 400 x 400 px	£195	£380	£740	£1050	£1400
Article Banner - 785 x 100 px	£195	£380	£740	£1050	£1400
Facebook Cover Image - 851 x 315 px	£75	£150	£250	-	-
Twitter Cover Image - 1500 x 500 px	£75	£150	£250	-	-

Sponsored Articles & Size	Number of articles		
	1	2	3
Sponsored Article (includes Article Banner - 785 x 100 px)	£400	£750	£1100

If you are running a campaign for a set amount of time (for example: 6 weeks, 2 months etc), we can create a specialised package to suit your advertising needs.

We are always open to new advertising and sponsorship suggestions and would be happy to discuss additional options not listed above.

BANNER AD OPTIONS

Themed Skinning of Website (includes King Banner)

Our “themed skinning” option is ideal for companies who want brand exposure and visibility. This option places your artwork or design as the background image of our website, and is visible on all pages. Typically, your artwork will appear each side of our content, and can stretch to the edge of the browser window if desired. (Note: Not available on the mobile version of our site.) The **King Banner** is included in this package.



King Banner (1200 x 140 pixels)

Our premier banner, which commands the audience's full attention. This ad will feature on every page, and is positioned underneath the navigation bar, above the page fold. This is a non-rotating ad, and will be exclusive to you.



Sidebar Ad (400 x 400 pixels)

Our most popular banner ad. We have two spaces available, and of these, only one is shown at a time (on a randomly rotating basis) to ensure maximum audience engagement. The sidebar ads feature prominently on every page, above the fold, except the homepage.



Article Banner (785 x 100 pixels)

These attention-grabbing banners are non-rotating and will appear above the article on all pages, except for the homepage.

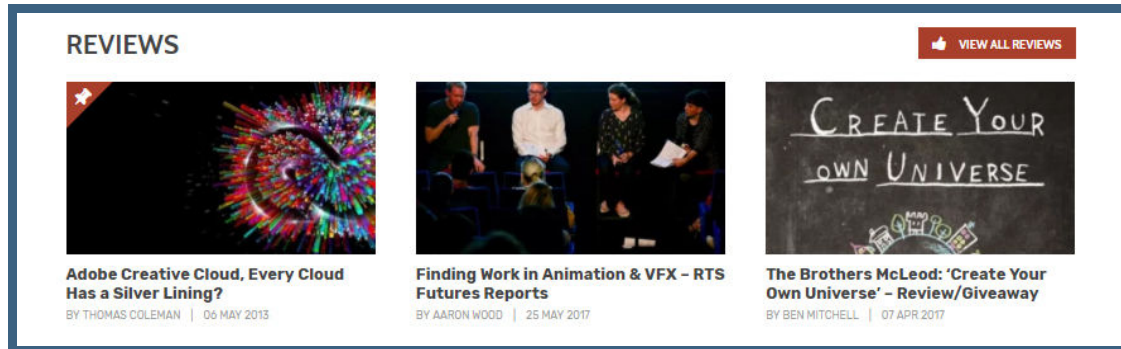


Sponsored Article & Banner (785 x 100 pixels)

We accept sponsored articles which follow the format of our other posts, with a small notification at the top identifying it as a sponsored article. These articles will be archived and therefore permanently on the site. This package includes promoting the article on Facebook and Twitter on the day of publication.

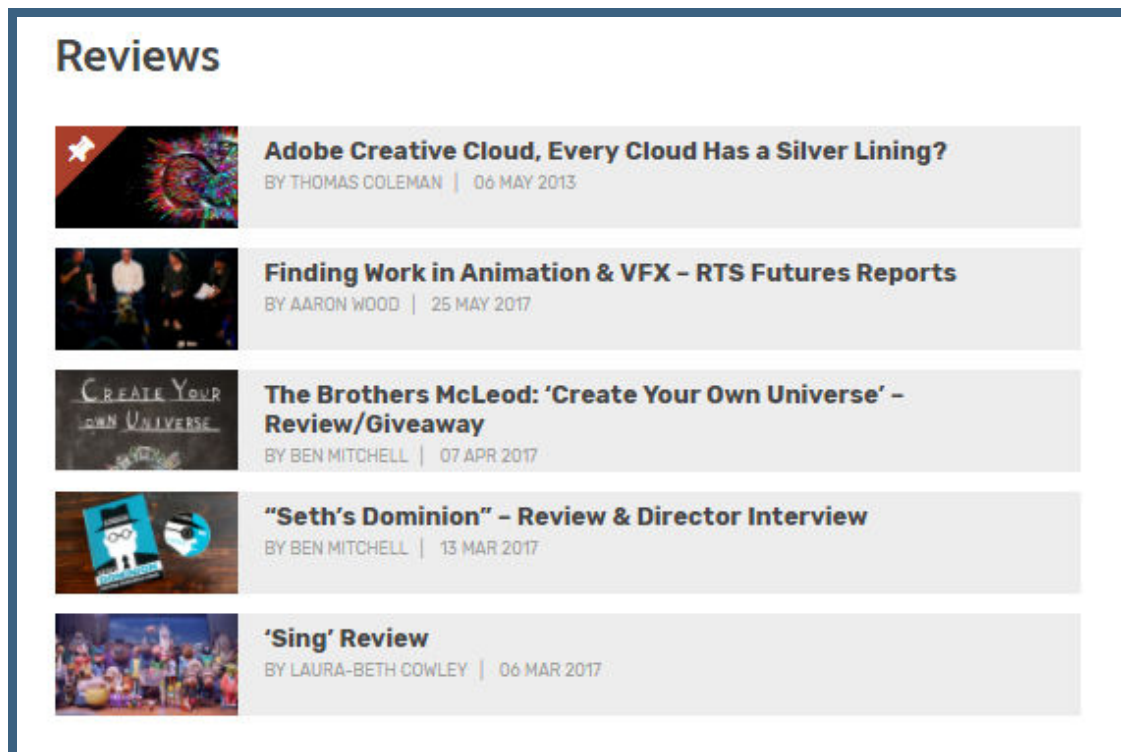


Sponsored articles automatically qualify as **'pinned articles'** for a 2-week duration. This means that they will be pinned to the homepage and the top of the category page, maximising their exposure (see the next 2 images for examples of this – indicated by the red pin icon).



Pinned article on homepage for 'Reviews' category

If you would like to pin your sponsored article to the homepage and category page for longer than 2-weeks, we would be happy to discuss this with you. (We can only accept one 'pinned article' for each category at one time.)



Pinned article on Reviews page – always appears as the first article

Facebook Cover Image (851 x 315 pixels)

If you have a campaign more suited to creating awareness on social media, our Facebook cover image space will reach this segment of our audience. We can supply a template for your design, if required.



Twitter Cover Image (1500 x 500 pixels)

If you have a campaign more suited to creating awareness on social media, our Twitter cover image space will reach this segment of our audience. We can supply a template for your design, if required.



BANNER AD SPECIFICATIONS

We support most formats including jpg, png, gif and animated gif. The maximum file size permitted will depend on the format, but as a guide, banners should be no larger than 60kb. We can supply pre-defined templates for some of our banner options, if requested.

Artwork, along with the URL link, should be emailed to aaron@skwigly.co.uk no later than 5 working days before the first day of the agreed advertising period. All invoices are due upon receipt. Payment details will be listed on the supplied invoice (we accept Paypal or bank transfers).

We regret that we cannot publish a banner before payment has been made.

File size: No bigger than 60kb
Format: gif, jpg, png, swf
Send files to: aaron@skwigly.co.uk

Please supply the full URL that you want the ad to link to (ie: - <http://www.yourdomain.com>)

UNIVERSITY PROFILES

A new addition to Skwigly is our University Profile pages, which list recognised animation courses in the UK. Each profile displays a limited amount of basic information (address, phone number, email, URL and logo) by default.

In addition to this, we offer a full **University Profile for £350**. This includes:


- Course information (cost of fees, available places, alumni, course duration, UCAS number, established date)
- A written article about the course(s) or university itself
- Image gallery (up to 18 images)
- Videos and showreel
- Option to pin university to the top of the list for maximum exposure (only available to one university profile at one time).

Once the Full Profile is published it will stay live on the site, with the option to update the information at any time for an **additional £75**.

Profile video add-on

As an optional extra, Skwigly will produce a video add-on showcasing the University/course/staff/alumni. The video can be a maximum of 5-minutes and will feature on the University profile page, Skwigly's Vimeo channel and YouTube channel.

The cost of this add on is a one-off **£750**.




Skwigly

ONLINE ANIMATION MAGAZINE

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Arts University Bournemouth



ANIMATION PRODUCTION (BA HONS)


Arts University Bournemouth, Wallisdown, Poole, Dorset, BH12 5HH

01202 363228

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[f](#)
[t](#)

The Arts University Bournemouth offers both a BA and an MA course in Animation.



University Profile: Arts University Bournemouth




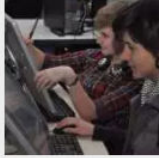


from skwigly

Animation Production (BA Hons)

Start Date	2005 in its current form
Cost	£8600 for UK and EU students, £11,610 international
Places	Approx 65
Duration	3 years
Alumni	Aardman, Framestore, Nexus, Pixar, ILM, Django, Karrot Entertainment

Situating on the south coast of England in the resort of Bournemouth the course has been around since the 1990's but in its current form since 2005. The course has enjoyed huge success with graduates leaving to take on jobs around the world in some of the biggest animation studios available making the alumni very sought after.

Image Gallery

Search Universities

SUBSCRIBE

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Get the latest on animation news, events, podcasts, competitions and exclusives

SUBSCRIBE

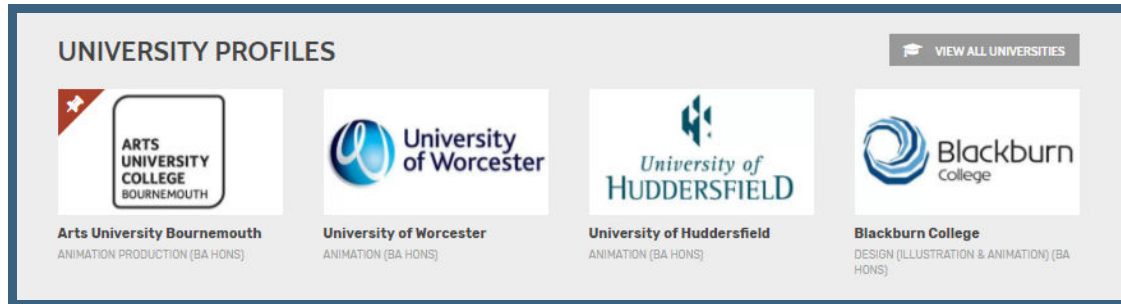
INDEPENDENT ANIMATION

DEVELOPING, PRODUCING AND DISTRIBUTING YOUR ANIMATED FILMS

ONLINE RESOURCE

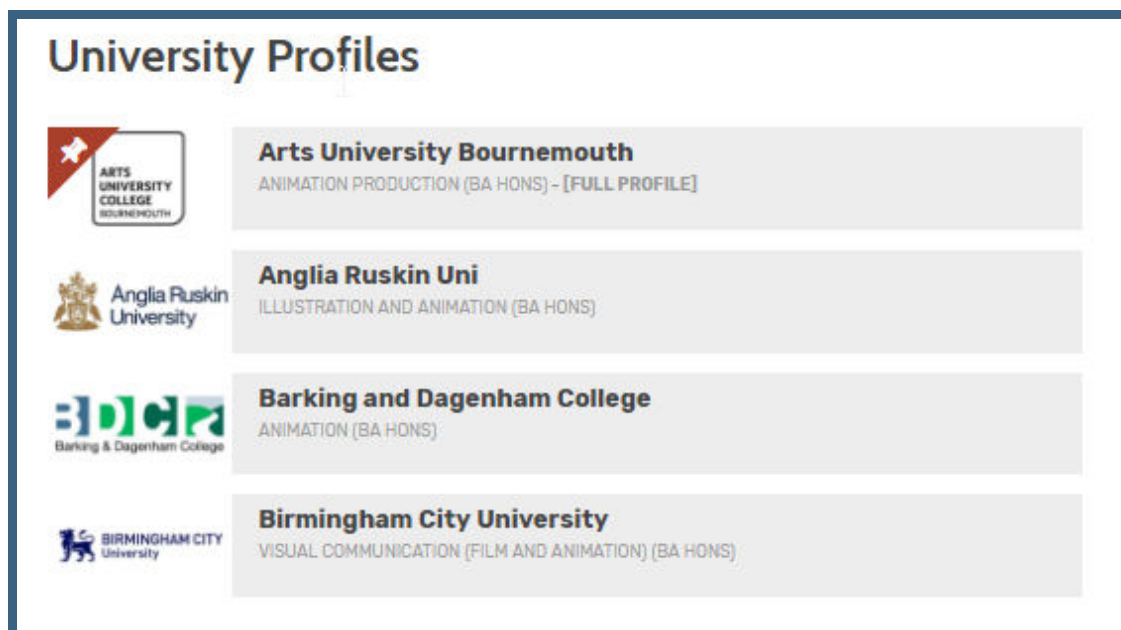
15

www.skwigly.co.uk



Pinned article on homepage for 'Reviews' category

If you would like to pin your university to the homepage and University Profile for maximum exposure, we would be happy to discuss this with you. (We can only accept one 'pinned university' at one time.)



Pinned article on Reviews page – always appears as the first article

PODCAST ADVERTS

The Skwigly Animation Podcast is one of our most popular features. Published monthly, we mix star interviews (Peter Lord, Barry Purves, Bill Plympton) with news and friendly banter between our presenters. The podcast is available on iTunes & Soundcloud, and is downloaded over 1,000 times per month by animation professionals and enthusiasts alike.

We offer a range of advertising slots within a podcast episode*. Slots are 20 seconds long and all include the option to feature your graphic on the podcast page.

Advert Formats:

1. Our standard offering is a "straight text read" worked into the podcast script. We will work with you to produce an advert that highlights your key messages.
2. Alternatively, if you want to supply a pre-recorded advert, we can accommodate this, subject to our technical specifications.
3. If you would like a custom advert/jingle, Skwigly can produce this for you. Additional charges apply. Contact aaron@skwigly.co.uk for more information.

* Skwigly offer only one ad per podcast per advertiser

PODCAST ADVERT OPTIONS & PRICES

Podcast Time Slot	No. of podcast episodes		
	1	2	3
Beginning of podcast	£250	£480	£700
Mid-way through	£220	£425	£630
End of podcast	£180	£350	£520

CONTACT

If you are interested in advertising on Skwigly's website or social media platforms, or other forms of sponsorship, please contact Aaron Wood:

Email: aaron@skwigly.co.uk

Phone: +44 (0) 7739 002530

Whether you are running a campaign for a set amount of time or looking for a media partnership, we are open to new advertising and sponsorship suggestions and would be happy to discuss additional options not listed above.

Thank you for reading our Advertising Media Pack – we look forward to hearing from and working with you in the future.