



# WEBSITE MEDIA PACK | 2025

Ei OPERATOR is created by the Publishers of Pro Operator magazine

Specifically developed for UK sprayer operators, Ei Operator offers essential information which supports best practice. It provides high quality, online training, advice and information for sprayer operators, including 21,000 NRoSO members and members of the BASIS Professional Register.

This truly unique platform offers advertisers the only guaranteed means of reaching this specialised audience. Discounts are available for cross-media bookings.

## WEBSITE DATA (\*based on 12 months to March 2025)

Page views 2,700 p/m | Users 1,000 p/m | Ad impressions av 1,500 p/m (across all pages)

## ADVERTISING OPTIONS

There are two standard size options: (Other sizes may be considered – POA)

Medium rectangle 300(w) x 250(h)px | Large rectangle 300(w) x 600(h)px

Advertisements run across two sections of the website. Adverts on either the Home or Training page are charged as separate insertions. Editorial pages are included at no extra cost to either booking.

### HOME PAGE

Features all our products and services and is the most website page.

Est. Impressions 1,000 p/m

### TRAINING PAGE

Lists all available spraying courses. The second most visited page on the website.

Est. impressions 500 p/m

## WEBSITE SPONSOR

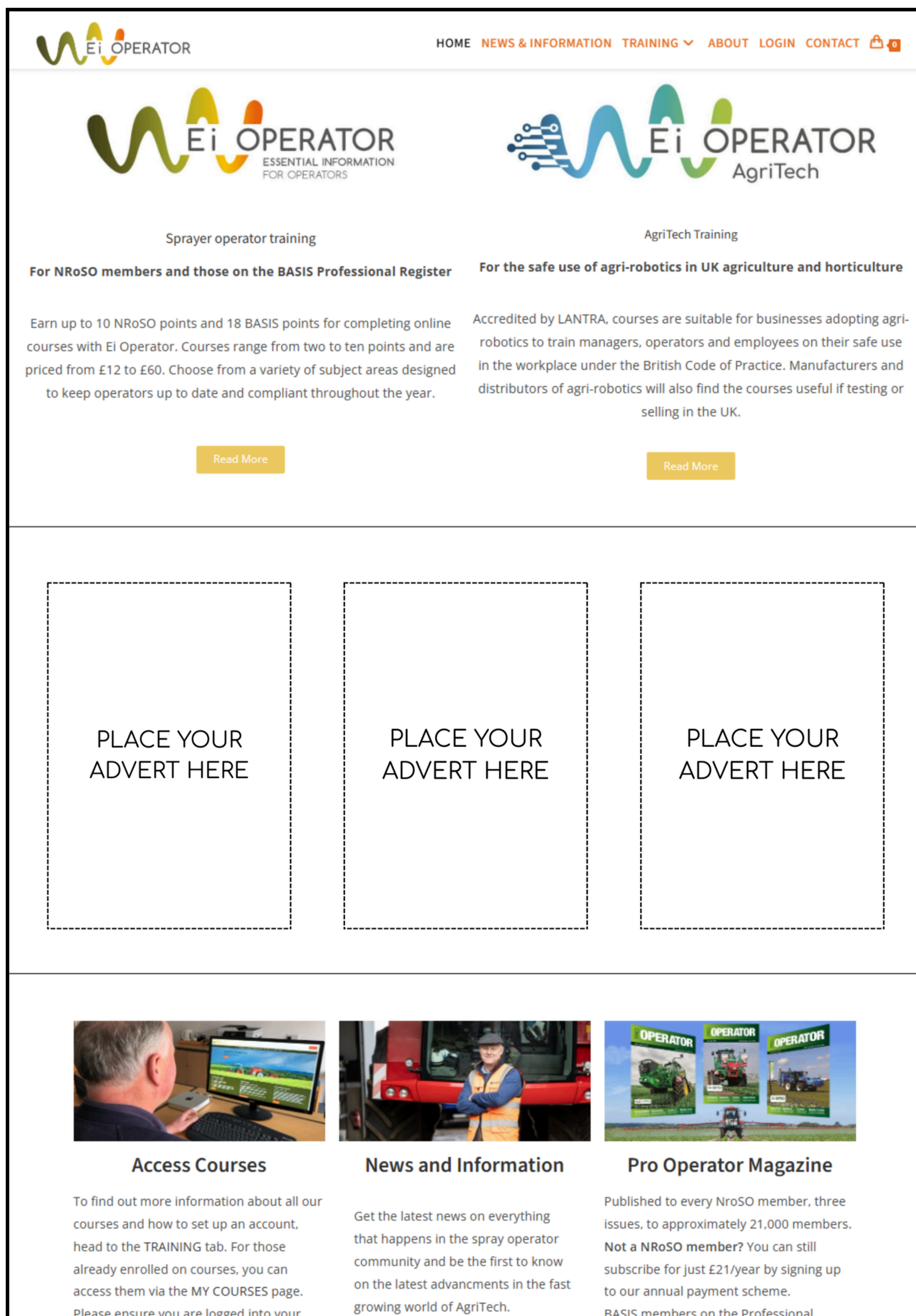
If you think your business may benefit from joining our team as a corporate sponsor, please get in touch.

## QUARTERLY NEWSLETTER

Advertise in our quarterly email Newsletter which reaches over 10,000 subscribers. Average 55% OR and 4% CTR

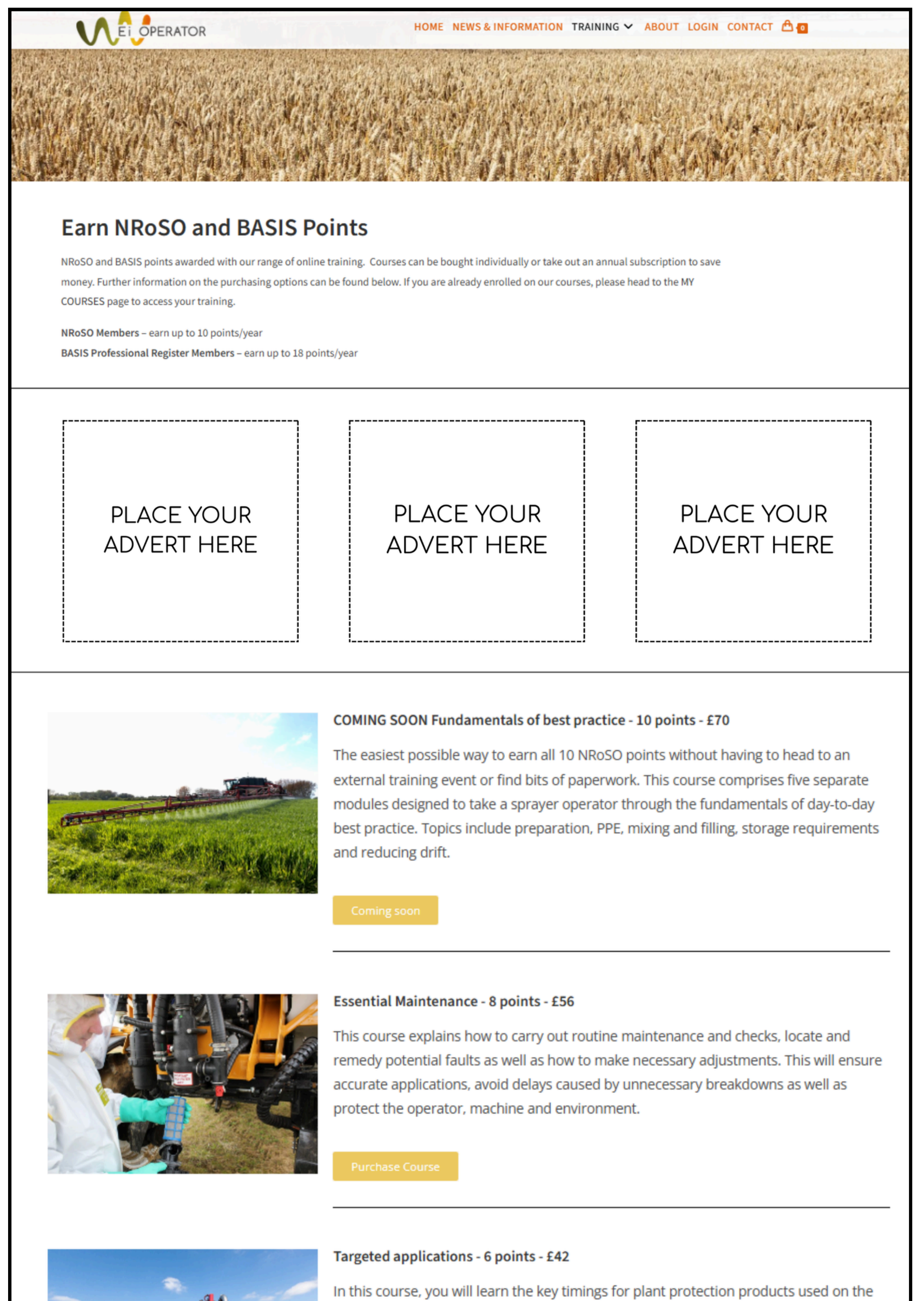
# Ei OPERATOR WEBSITE ADVERTISING FORMATS

### HOME PAGE:



The Home Page layout includes a navigation bar with links for HOME, NEWS & INFORMATION, TRAINING, ABOUT, LOGIN, and CONTACT. Below the navigation bar are two main content areas: 'Sprayer operator training' and 'AgriTech Training'. Each area contains a brief description of the training opportunities and a 'Read More' button. Below these are three large rectangular boxes labeled 'PLACE YOUR ADVERT HERE'. At the bottom of the page, there are three columns of content: 'Access Courses', 'News and Information', and 'Pro Operator Magazine', each with a small image and a brief description.

### TRAINING PAGE:

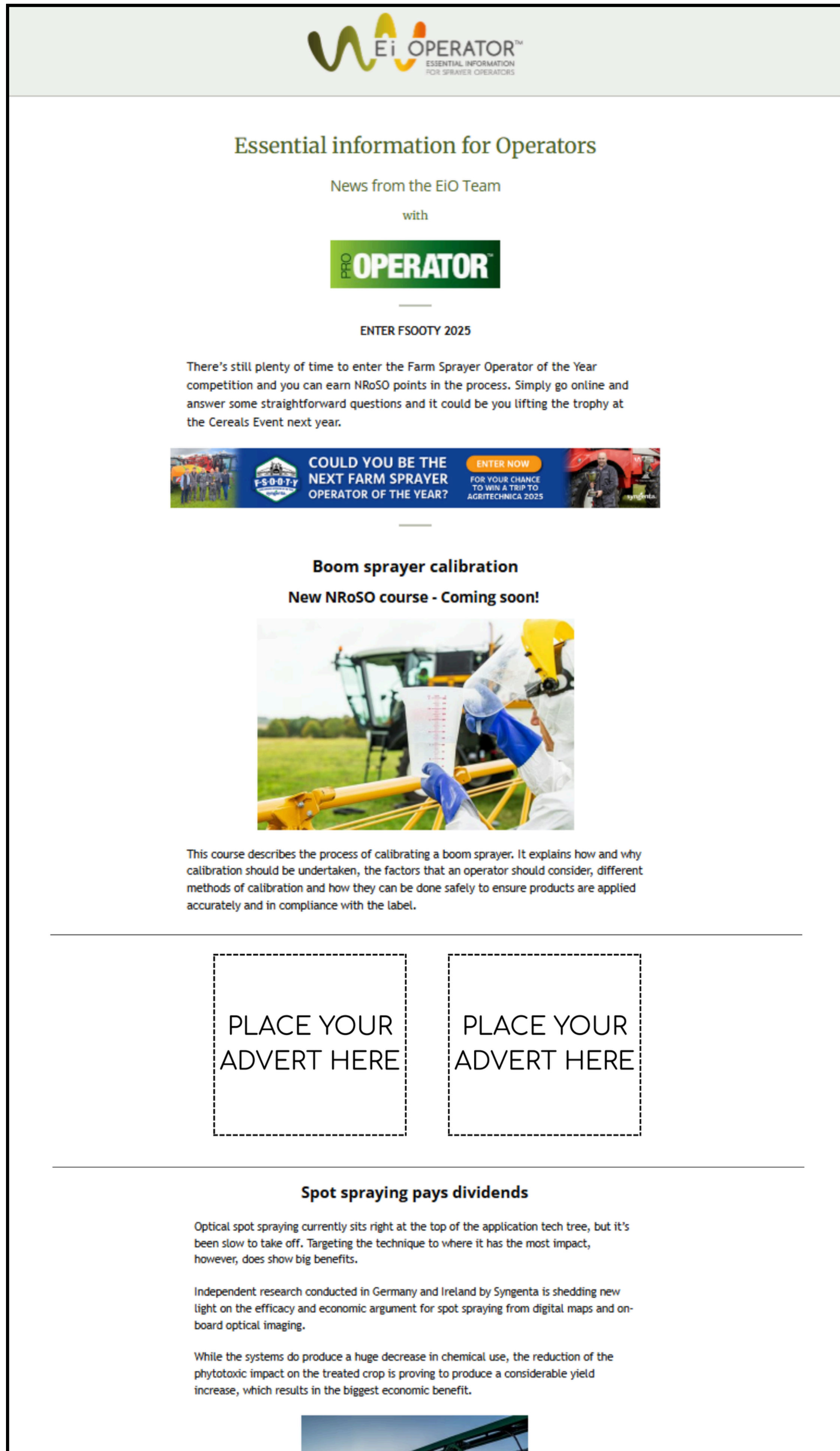


The Training Page layout features a large header image of a wheat field. Below the header is a section titled 'Earn NRoSO and BASIS Points' with a brief description and a 'Read More' button. Below this are three large rectangular boxes labeled 'PLACE YOUR ADVERT HERE'. Further down, there are three course listings: 'COMING SOON Fundamentals of best practice - 10 points - £70', 'Essential Maintenance - 8 points - £56', and 'Targeted applications - 6 points - £42'. Each listing includes a small image, a brief description, and a 'Coming soon' or 'Purchase Course' button.

Both the Home Page and the Training Page can support up to three individual adverts, either the medium rectangle (300x250) or the larger rectangle (350x600). Other sizes may be considered – POA.

Cost: 300 x 250 = £630 per month | 300 x 600 = £785 per month

# Ei OPERATOR EMAIL ADVERTISING



The screenshot shows an email newsletter layout. At the top is the Ei OPERATOR logo. Below it is the text 'Essential information for Operators' and 'News from the EiO Team with PRO OPERATOR'. A section titled 'ENTER FSOOTY 2025' contains text about a competition and a banner that says 'COULD YOU BE THE NEXT FARM SPRAYER OPERATOR OF THE YEAR?'. Another section is titled 'Boom sprayer calibration' with a sub-heading 'New NRoSO course - Coming soon!' and an image of a person in a white protective suit working on a yellow boom sprayer. Below this is a paragraph of text. Two dashed boxes are labeled 'PLACE YOUR ADVERT HERE'. The final section is titled 'Spot spraying pays dividends' and contains three paragraphs of text and a small image of a tractor.

We currently have a unique list of over 10,000 email subscribers who receive our quarterly Newsletter.

Each email is designed to engage our users with meaningful content which drives them to the website. We will not fill our emails with pages of unsolicited advertorials. Editorial is independent, topical and informative.

Av OR: 55%

Av impressions: 5,500p/issue

Av CTR: 4%

## EMAIL ADVERTISING RATES:

Each email supports a maximum of three adverts - static or GIF.

Standard size 300(w) x 250(h)px.

Cost: £685 per email

(Other sizes may be considered – POA)



## ALL ARTWORK SPECIFICATIONS

Artwork should be supplied to the correct size as either a JPG, PNG or GIF file.  
Max file size should be 150kb (2MB GIF).

Please refer to table below:

FORMAT	LARGE RECTANGLE HOME OR TRAINING PAGE	MEDIUM RECTANGLE HOME OR TRAINING PAGE	E-NEWSLETTER
Size (Width x Height)	300 x 600 px	300 x 250 px	300 x 250 px
Max File Size JPEG (GIF)	150kb (2MB)	150kb (2MB)	150kb (2MB)
Av Monthly Impressions (est)	1,000 p/m	500p/m	5,500 per issue
Price Per Month	£785 each	£630 each	£685 each
Series discount for 4 consecutive months/issues		-5 %	
Agency Discount		-10 %	

Prices quoted are for display advertising only. We don't currently sell Pay Per Click (PPC/CPC) or offer Channel Pricing Models (CPM). All prices are subject to VAT.

## INVOICING

All advertisers will be invoiced on the date of publication. All discounts will become invalid if any negotiated insertions are subsequently withdrawn. Payment terms will then revert to the gross price quoted before discounts are applied. Late payment charges will be applied on overdue balances. Payment terms are strictly 30 days. See full Terms & Conditions below.

# CONTACT

For all advertising and media enquiries, please contact:

**Julia Roberts**

**MOB: +44 (0)7791 016 384**

**EMAIL: [julia@mwrmedia.co.uk](mailto:julia@mwrmedia.co.uk)**

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## TERMS AND CONDITIONS

By placing an advertising order, the client or their agent agrees to the following conditions:

- Prices agreed are subject to the terms specified in the confirmation order whereby discounts are conditional upon number of insertions, length of insertion and cross-media advertising. If an order cannot be fulfilled as agreed and for reasons which MWR Media Ltd is not responsible, the client or their agent must refund the discount.
- To supply material by the due date specified at the time of booking. Failure to do so could result in the order not being fulfilled. In this event, the client or their agent will still be liable for the agreed sum and will be invoiced accordingly.
- Invoices will be issued on date of publication and are payable within 30 days. For a campaign spanning a period of more than 3 months, we may at our discretion, invoice in part-payments across the campaign.
- All prices quoted exclude VAT.
- Failure to pay by the invoice due date will result in the client or their agent being invoiced for the discounts previously applied which are conditional on prompt payment. Invoices which remain outstanding after 30 days will also be liable to a late payment charge of 10% of the value of the invoice (net) applied weekly until the account is paid in full.
- We do not accept advertising that purports to be editorial and any artwork that does so, will be refused at the discretion of the Publisher.
- Should the advertisement be published in a way that is detrimental to the client and is the fault of the Publisher, MWR Media Ltd will offer to either re-run the advert or refund the client.
- Complaints should be registered with MWR Media Ltd within one month of publishing, in writing.
- Advertising is sold on a display rate only and MWR Media Ltd cannot guarantee the number of visitors to the site or page views.
- We reserve the right to refuse an advert due to contravention of UK law, regulations, content, technical specifications or unsuitability. This decision is entirely at the discretion of the Publisher.
- Whilst we will make every effort to fulfil the advertising order, in the event of force majeure, the Publisher is released from all obligations to fulfil the order and will not be liable to pay compensation for damages.
- By placing an order for advertising on the EiO website or email, you are accepting the terms and conditions as specified.

**Pro Operator and Ei Operator are the registered trademarks of MWR Media Ltd**