

Animal News Ireland

Website Display Advertising Rate Card 2026

Property: www.animalnewsireland.com

Description: Animal News Ireland (ANI) is an independent news site reporting on animal-related stories from Ireland. ANI provides daily coverage of what is happening to domestic, farm, wild, and captive animals and birds in Ireland.

Audience: Viewers interested in animal-related news. Supporting animal-focused businesses and services. Viewing animal-focused online content. Supporting animal welfare/rights organisations and charities.

Demographics: Irish residents.

Interests: Animal welfare. Animal rights. Conservation. Companion animals. Product and services Animal-focused online content relevant to animals. Animal charity organisations supporting.

Website Traffic: Monthly Unique Visitors.
Monthly Page Views.
[On application]

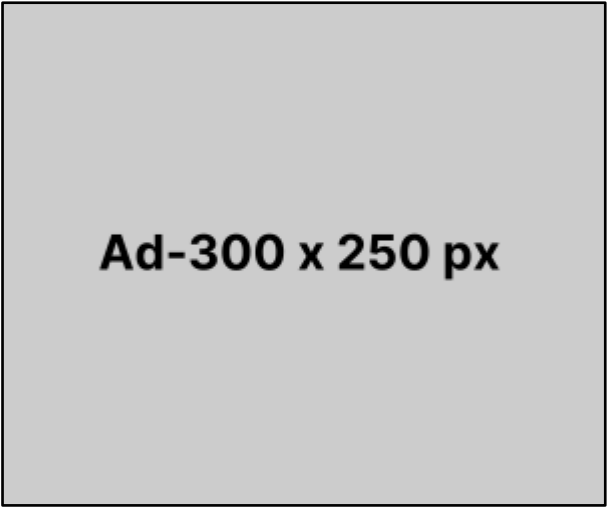
Available: Website Display Banner Advertising Space

ad-728 x 90px

PAGE	SECTION/POSITION	SPACES
Home/Top	Before-the Animal Welfare News Ireland-Latest	1 x 728 x 90px
Home/Middle	Before- the Animal Welfare Videos Ireland-Latest	1 x 728 x 90px
Home/Bottom	After- the Animal Welfare News-Ireland	1 x 728 x 90px
Video/Top	Before the Animal Welfare Campaign Videos	1 x 728 x 90px

PRICING	DAYS	€-TOTAL COST
1 x 728 x 90px Banner	30	50
Home- Top of Page	60	100
Video- Top of Page	90	150

PRICING	DAYS	€-TOTAL COST
1 x 728 x 90px Banner	30	30
Home-Middle	60	60
Home-Bottom	90	90



PAGE	POSITION	SPACES
Events	Bottom Section	3 x 300 x 250px

PRICING	DAYS	€-TOTAL COST
3 x 300 x 250px Banner	30	25
	60	35
	90	45
	120	55

Technical Specifications:

Overview:

All ads must be provided at the specified dimensions.

Format: GIF, JPEG, PNG.
File Size: Max 150KB per creative
Resolution: 72 dpi

Animation: Allowed. Looping allowed. Max: 15 secs.

Video/Audio: Not allowed.

URL provided must start with https:// (SSL compliant).

Ad Specification Guidelines:

Review our display ad specifications to ensure your display advertisements look fantastic and perform optimally on Animal News Ireland.

Adhering to these guidelines helps us provide the best possible experience for our visitors and ensures your message is delivered effectively.

1. Ad Dimensions

Size: 728 x 90 pixels (Leaderboard)

Size: 300 x 250 pixels

2. Accepted File Types & Formats

We accept both static and animated display advertisements.

Static Image Ads (Non-Animated):

File Types:

.JPG / .JPEG .PNG

Animated Ads:

.GIF

HTML5 (.zip file): Please provide your HTML5 ad as a single .zip file containing all necessary assets (HTML, CSS, JavaScript, images, etc.).

3. Technical Specifications

Maximum File Size: 150 KB (kilobytes)

Animation Length (for GIF & HTML5):

Animations should not exceed 30 seconds in total length.

Click-Through URL:

Provide one valid and functional click-through URL that your ad will link to. This URL must start with <https://> (SSL compliant).

SSL Compliance:

All ad assets (images, HTML5 components, and the click-through URL) must be served over <https://>.

4. Design & Content Standards

No Audio: We do not accept any audio in display advertisements. Please ensure your ad creatives are completely silent.

High Quality & Readability:

Use high-resolution images that are clear and crisp, avoiding pixilation or blurriness.

Ensure all text within your ad is legible against the background. Avoid overly small fonts or poor colour contrast.

Clear Call-to-Action (CTA):

Your ad should include a clear and compelling call to action (e.g., "Learn More," "Shop Now," "Sign Up") that encourages users to click.

Relevance:

The content of your banner ad should be relevant to the landing page it directs users to.

Submission Instructions

Please send your final ad creative to along with the corresponding click-through URL to our advertising desk.

E: editor@animalnewsireland.com

If you have any questions about these specifications, please contact us.

Payment:

PayPal

Invoice issued via PayPal. A PayPal account is not required to make payment. We cannot facilitate debit/credit card payment over the telephone.

Bank Transfer:

Bank transfers must be labelled with your **Invoice Number** in order to identify the payment on our records. Bank transfer is not available to customers outside of the EU. All charges for bank transfers must be paid in euros by the payee and not passed onto animalnewsireland.com

To request ANI bank account details, please contact us.

Payment: All invoices are due for payment once your display advertisement goes live on our website.

Terms & Conditions:

All website display space availability and rental prices are subject to change.

Contact Information:

Email: **editor@animalnewsireland.com**

Website: **www.animalnewsireland.com**

Display Advertising/Advertorial Acceptance Policy:

Animal News Ireland reserves the right to accept or decline any advertisement or sponsorship that does not align with the aims and message of our website. We will decline to accept advertising we know or believe to be misleading, inaccurate, fraudulent or illegal, or that fails to comply with standards of decency, taste or dignity. For the avoidance of doubt, advertisements relating to the adult industry, cryptocurrency, financial investment products or services, meat and dairy industries, and gambling are expressly prohibited.

Rate Card effective from 1st June 2026

All rates are total cost price.

