



### Palmclub

The Dutch Palmclub Foundation is a user group for Palm OS handheld owners. These devices are made by Palm Inc and licensees like Handspring, Sony, IBM en Handera. Palm OS handheld owners can find news, reviews, tips on the Palmclub website. Moreover, Palmclub offers a discussion board where members can exchange news and submit problems or questions to other users.

Palmclub is a non-commercial foundation. The website and our meetings are financed by ads, sponsoring, and donations by Palmclub members.

### **The Dutch Palm community**

The Palmclub is *the* Palm community in The Netherlands, and one of the most active Palm User Groups in Europe.

We offer a website that keeps people interested and make them return. Our homepage attracts 1,250 unique visitors per day, which is not only due to our ever changing, and up-to-date content. Our popular discussion board is frequently visited by 3,000 active users, a number that constantly grows due to the increasing popularity of the Palm platform.

### Attractive target group

Our electronic newsletter invites people to visit our website regularly. More than 4,500 people are currently subscribed to the newsletter. They appreciate the independence and high quality of the reviews.

A recent poll shows that our visitors are young, financially strong, and have a large interest in new innovations and products.

Approximately 95 percent of our visitors are male, 80 percent are aged 25 to 40, while the majority is employed in an IT or the services industry. In short: a very attractive target group for suppliers of Palm-related hard- and software.

By linking your brand name to the Palmclub, your company can:

- increase its reputation amongst your target group
- enlarge the visitors of your company's website
- increase sales.



### Banner advertisements

The Palmclub uses a state-of-the-art advertisements engine (phpAds). As an advertiser you have real-time access to all statistics regarding your advertisements; anytime, anyplace. It is also possible to track the advertisements with your own ad-tracking software.

### Statistics

Up-to-date statistics of our [homepage](#), [shop-page](#) and the [Top 10](#) are directly accessible through Nedstat. Other information can be supplied on request.

### Banners

Banners are placed at the top, or at the bottom of each page.

Each banner can be placed exclusively on a position, or rotated with other banner ads. All banners have a dimension of 486 x 60 pixels.

### Half banners

A half-banner (234 x 60 pixels) is placed along the side of a page. Half-banners are always placed exclusively.

### Buttons

Buttons (120 x 60 or 120 x 90 pixels) are placed at the same positions as half-banners. Buttons are also placed exclusively.

### Newsletter

The Palmclub has a monthly electronic newsletter full of tips, reviews and other Palm-related information.

Your product or service can be brought to the attention of more than 4,500 subscribers in an advertisement placed over a maximum of 8 lines of 79 characters each.

### Advertising Rates

<u>Homepage</u>	approx. 30.000 pageviews a month
Banner on top of page, exclusive	€ 453,78
Banner on top of page, rotating <sup>1</sup>	€ 90,76
Banner bottom page	€ 45,38
Button bottom left <sup>2</sup>	€ 34,03

<u>Forum</u>	approx. 35.000 pageviews a month, 3000 users
Banner on top of page, exclusive	€ 453,78
Banner on top of page, rotating	€ 90,76

<u>Top 10</u>	approx. 8000 pageviews a month
Half banner on top of page	€ 45,38
Button bottom left <sup>2</sup>	€ 34,03

<u>AvantGo Channel Navigator</u>	approx. 10.000 pageviews a month
Half banner on top of page	€ 250,00
Button bottom left <sup>2</sup>	€ 50,00

<u>Shop page</u>	approx. 6.000 pageviews a month
Banner on top of page	€ 68,07
Banner bottom	€ 68,07
Half banner on top of page	€ 45,38
Button bottom left <sup>2</sup>	€ 34,03

<u>Newsletter</u>	more than 4.500 subscribers
8 lines, 79 characters per line	€ 68,07
4 lines, 79 characters per line	€ 38,57

<sup>1</sup> Rotating with five other ads

<sup>2</sup> 120 x 90 pixels possible

All amounts are in Euro, per month and excluding 19% VAT.

Latest conversion rates for Euro to USD can be found at: <http://www.xe.com/ucc/>

### Discount

A discount is given if you plan to advertise for a longer period of time.

The discount can be up to 25%.

advertisement for 3 months	10% discount
advertisement for 6 months	17,5% discount
advertisement for one year	25% discount

### Conditions

Palmclub will place your advertisement(s) within two days after receiving the banner(s).

Each party involved has a mutual term of notice of one month. Payment is due within 30 days after the advertisement has been placed.

The Dutch Palmclub Foundation has the right to refuse an advertisement and only accepts banners that are compliant to our [statutes](#).



### Contact

The Dutch Palmclub Foundation would appreciate very much if you will consider advertising on our site or in our newsletter

If you have any questions don't hesitate to contact one of the following people:

Jean-Paul Horn

email [jeanpaul@palmclub.nl](mailto:jeanpaul@palmclub.nl)  
home +31 (20) 6838760  
mobile +31 (6) 50526690

Or send us an email:

[ads@palmclub.nl](mailto:ads@palmclub.nl)

Postal address:

Dutch Palmclub Foundation  
t.a.v. Jean-Paul Horn  
Willem de Zwijgerlaan 88-3  
1056 JT Amsterdam  
The Netherlands

### The Foundation

The Dutch Palmclub Foundation was founded on October 29<sup>th</sup>, 1999. Article 2 of the [statutes](#) formulates the goal of the foundation:

- A. The foundation represents the interests of all Palm users in the Netherlands.
- B. It establishes this by providing information, organization of meetings, and publication of an electronic newsletter.

We are registered at the Chamber of Commerce, number: 08083597.  
Our bank account: 1468.24.113  
(Rabobank Amsterdam)

For more information about the Dutch Palmclub Foundation please visit our site:

<http://palmclub.nl/about.shtml>