

# alaTest Media Information

## alaTest/Site Overview

alaTest is a free and independent product quality comparison engine created for consumers who look for simple and objective product information.

alaTest collects, structures and analyzes the review information from over 2,000 sources worldwide. The information is then presented on [our sites](#) (20 in total in 14 different languages).

That way, consumers that are considering a purchase, can find all necessary product quality information in one place, at the alaTest website.

alaTest offers you as an advertiser the opportunity to purchase advertising space and reach our users when they are making their purchasing decisions, across our sites and to our 5 million monthly users.

Do you want to partner with alaTest and get reviews on your website and raise conversion and get more loyal customers? [Contact us here](#)

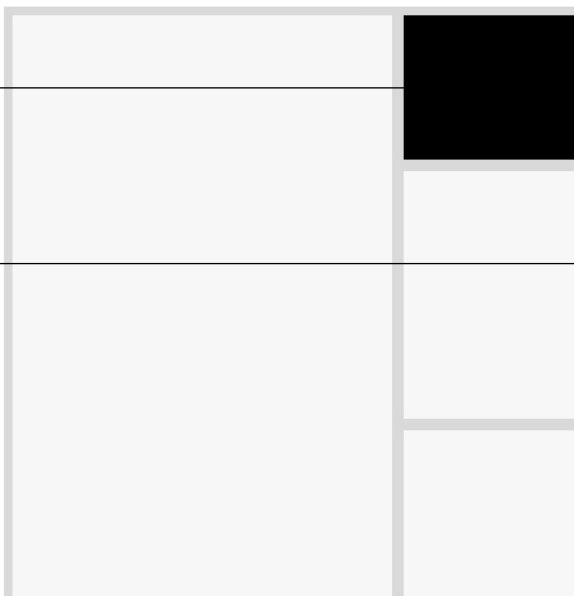
## Ad Opportunities, sizes and examples

### Ad Formats (IAB sizes)

728 x 90 Leaderboard



300 x 250 Inline Rectangle



160 x 600 Wide Skyscraper



Advertising can be Run of Site, or category specific.

## The following categories are open for advertising

- |                |  |
|----------------|--|
| 1. Photography | 5. Games   |
| 2. Electronics | 6. Rest of site and categories<br>(e.g. Home Appliances) |
| 3. Phones      | 7. RoS<br>(Run of Site, i.e. Category 1 - 6)             |
| 4. Computers   | 8. Front page (HomePage)                                 |

## Ad Server and targeting opportunities

alaTest is using the DFP (DART for Publishers) Ad Server across all sites - with targeting opportunities, apart from category level targeting – like geo, browser and OS targeting.

## Contact Information

*In the U.S.*

Please contact [TechMediaNetwork](#), representing alaTest in the U.S.

*In the U.K.*

Please contact [Techsyndicator](#), representing alaTest in the U.K.

*In Germany*

Please contact [Vertical Tech Media](#), representing alaTest in Germany

*In France*

Please contact [Just Digital Group Media](#), representing alaTest in France

*Rest of countries*

Please send an email to [advertising@alaTest.com](mailto:advertising@alaTest.com)

or call us at **+46 8 30 12 75**

We'll get back to you right away.