

# -HARROGATE-NEWS WEBSITE - ADVERTISING RATES

www.harrogate-news.co.uk

There four advertising spaces on the Harrogate-News website.

The leader (or main banner) is 728 x 90 and is adjacent to the main logo at the top.

There are three mid-pages units. A 300 x 250 and 300 x 600 units are to the right of a news page.

A taller, skyscraper 160 x 600 sits right next to each news item.

Advertising is charged per thousand times the advert appears (CPM)

Position	Dimensions	CPM	Typical daily costs (based on a typical 8,000 pages being read per day)		
			100.00% appears on all pages viewed	50.00% appears on ½ the pages viewed	25.00% appears on ¼ of the pages viewed
Leader (banner)	728x90	£5.00	£40.00	£20.00	£10.00
Mid Page Unit (MPU1)	300x250	£5.00	£40.00	£20.00	£10.00
Mid Page Unit (MPU2)	300x600	£8.00	£64.00	£32.00	£16.00
Mid Page Unit (MPU3)	160x600	£6.00	£48.00	£24.00	£12.00

## Advertising features - £150

Advertising features are developed with a client and are based around an information-centred news items.

15% discount applies to recognised agencies.

Invoices are payable in advance.

## Readership

Location	Percentage Readership (%)
Leeds	27.00%
Harrogate	22.00%
London	16.00%
Elsewhere	35.00%

## **Monthly Traffic**

240,000 page views with 60,000 unique readers.

## **Social Media**

We currently have a growing 10,000 followers on twitter and 12,000 followers on facebook - there options to use this method of connecting.

## **Subject matter experts**

Subject matter experts are individuals that are experienced in their field and can talk about it with authority. During each month we would publish 2 to 3 news items that maybe comment items on national news.

We are currently looking for experts in various areas such as law, building works, weddings, interior design, energy, fashion, motoring, fitness, hairdressing plus many more. These are charged at £300 per month.

## **Advertising Graphics**

These should be supplied by the client and can be any recognised graphics file formats such as Jpeg, gif and png.

Support and advise on the design is freely available and at times we can put graphics together on behalf of a client.

Graphics can also be located on a clients ad-server.

Graphics can be swapped at any time and you can run multiple graphics against one budget.

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## Questions and Answers

Q. What graphics work best ?

A. Moderately animated graphics that conveys a few key messages. Too much detail or too much animation should be avoided.

Q. How much does it cost ?

A. In simple terms as much as you want it to.

It's about providing a return for the investment in advertising. Eg if you are selling tickets for an event that cost £10, you need to ask the question would you get at least 1 more ticket sales for the 2,000 times the advert would feature for £10.

Q. How much should I budget ?

A. We recommend assigning a minimum initial budget of £100 and then review it from there.

Q. I am new to online advertising, what do you recommend ?

A. To keep things simple and trial something on a small scale to begin with. Use existing graphics as much as possible.

Q. How does it compare to print or radio advertising ?

A. Both radio and print advertising are declining mediums for advertising - in many cases customers are paying more now and for less exposure. Radio and print obviously haven't become ineffective overnight, but online gives increasingly creative ways to engage with people.

Q. Is it measurable ?

A. Technically the number of times an advert appears and the number of clicks against it can be measured. However this doesn't give the full picture as many people may just look and never click on the advert.