

ONLINE ADVERTISING RATES 2009-2010

PAGE BANNER ADVERTISING

ADVERTISING RATES

LEFT SIDE
Banner Advert
Size 70 pixels deep x 318 pixels wide

There are two places to advertise on each page of the website:

LEFT SIDE BANNER

Left side landscape advert
(size 70px deep x 318px wide)

- It may rotate with a maximum of three pages images,
- An active URL must be supplied for your ad to link to
- Bookings only on a 3, 6 or 12-month basis

RIGHT SIDE

Banner Advert

Size 300 pixels deep
x 175 pixels wide

RIGHT SIDE BANNER

Right side portrait advert
(size 300px deep x 175px wide)

- It may rotate with a maximum of three pages images, with no audio
- An active URL must be supplied for your ad to link to
- Bookings only on a 3, 6 or 12-month basis

EVERY PAGE SPOT LOGO ADVERTISING

Your logo will be linked to your website which will be on every page of the website, positioned at the base of each page

- The graphic must be static with no audio
- An active URL must be supplied for your ad to link to
- Bookings only on a 3, 6 or 12-month basis – maximum of 8 logos on a first come, first served basis

See samples below:



| Code | Advert Type | Size | 3 months | RATES | | |
|------|---|----------------------|--------------------------------------|--------------------------------------|--------------------------------------|--|
| | | | | 6 months | 12 months | |
| AK1 | HOME PAGE & ALL EXTRA NEWS PAGES Left Side Banner | 70px (d) x 318px (w) | £510.00 <i>£170.00 pm</i> | £780.00 <i>£130.00 pm</i> | £1200.00 <i>£100.00 pm</i> | |
| AK2 | Right Side Banner | 300px x 175px | £600.00 <i>£200.00 pm</i> | £900.00 <i>£150.00 pm</i> | £1600.00 <i>£133.33 pm</i> | |
| AK3 | EVERY PAGE SPOT ADVERT | 40px x 100px | £630.00 <i>£210.00 pm</i> | £900.00 <i>£150.00 pm</i> | £1200.00 <i>£100.00 pm</i> | |
| AK4 | THE TEAM PAGES (all staff) Left Side Banner | 70px x 318px | £150.00 <i>£50.00 pm</i> | £270.00 <i>£45.00 pm</i> | £450.00 <i>£37.50 pm</i> | |
| AK5 | Right Side Banner | 300px x 175px | £180.00 <i>£60.00 pm</i> | £300.00 <i>£50.00 pm</i> | £495.00 <i>£41.25 pm</i> | |
| AK6 | BARBURY CASTLE PAGES (all facilities) Left Side Banner | 70px x 318px | £150.00 <i>£50.00 pm</i> | £270.00 <i>£45.00 pm</i> | £450.00 <i>£37.50 pm</i> | |
| AK7 | Right Side Banner | 300px x 175px | £180.00 <i>£60.00 pm</i> | £300.00 <i>£50.00 pm</i> | £495.00 <i>£41.25 pm</i> | |
| AK8 | HORSES IN TRAINING/UNNAMED/FOR SALE PAGES 200 plus Left Side Banner | 70px x 318px | £255.00 <i>£85.00 pm</i> | £395.00 <i>£65.83 pm</i> | £550.00 <i>£45.83 pm</i> | |
| AK9 | Right Side Banner | 300px x 175px | £276.00 <i>£92.00 pm</i> | £495.00 <i>£82.50 pm</i> | £595.00 <i>£49.58 pm</i> | |
| AK10 | BIG WINNERS PAGES (Grade 1/2/3/Listed/Flat) Left Side Banner | 70px x 318px | £150.00 <i>£50.00 pm</i> | £270.00 <i>£45.00 pm</i> | £450.00 <i>£37.50 pm</i> | |
| AK11 | Right Side Banner | 300px x 175px | £180.00 <i>£60.00 pm</i> | £300.00 <i>£50.00 pm</i> | £495.00 <i>£41.25 pm</i> | |
| AK12 | EVERY PAGE OF WEBSITE in these positions LEFT SIDE BANNER | 70px x 318px | £900.00 <i>£300.00 pm</i> | £1590.00 <i>£265.00 pm</i> | £2496.00 <i>£208.00 pm</i> | |
| AK13 | RIGHT SIDE BANNER | 300px x 175px | £1200.00 <i>£400.00 pm</i> | £2100.00 <i>£350.00 pm</i> | £3192.00 <i>£266.00 pm</i> | |

All of the above prices are excluding of VAT and will be charged at the current rate.

ARTWORK OF YOUR ADVERTISEMENT

If you would like your artwork designed and artworked by us – at no extra cost – please contact Zeal Design on 01242 226558.

BOOKING FORM

We would like to advertise on www.alankingracing.co.uk website based on the following instructions:

Code

Advert Type
(left side landscape, right side portrait or spot logo)

Starting Month

Number of Months

For a cost of £ plus VAT

Artwork for advert required Yes No

CONTACT
Once we have received your booking form we will call you to discuss your advert.

PAYMENT
Payment for advert will be required once your advert has been approved prior to going 'live' on the website. This will be invoiced by pdf to your email address.

Contact Details

Name

Company Name

Address

Postcode

Contact Tel No
email

URL (web address)

Signature

Date



Please return Booking Form to:
Zeal Design Consultants
3 Linton Court, Thirlestaine Road, Cheltenham, Gloucestershire GL53 7AS.

All advertising positions are on a first come first served basis – so don't delay and fill your booking form in now.