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## ONLINE ADVERTISING RATES & DATA 2009

### BANNER ADVERTISING

#### THE FIRST THING YOU SEE ON THE HOME PAGE

- The most prominent position available
- Guaranteed to feature on every page of the website in a fixed position
- Your advertisement may rotate with a maximum of two other advertisers
- Solo sponsorship is available (\*please see sponsorship details overleaf).

### STRIP ADVERTISING

#### IMPOSSIBLE TO IGNORE, VISIBLE ADVERTISING ON EVERY PAGE

- The second most prominent position available, located on the right hand side of every page
- Guaranteed to feature on every page of the website in a fixed position
- Your advertisement may rotate with a maximum of two other advertisers

### BUTTON ADVERTISING

#### FROM AS LITTLE AS £50 PER MONTH

- Located on the left hand side, below the navigation bar, this cost effective option offers prominent advertising on every page of the website
- Fixed position on every page
- Direct link to your website
- No rotation with any other advertisements
- Only six prominent positions available

### PRODUCT ADVERTISING

#### A UNIQUE WAY OF PROMOTING YOUR PRODUCTS IN AN ADVERTORIAL STYLE

- Product advertising is a simple, highly effective and cost effective way to promote your product, news or services online in the Product and Services section of Building for education.
- Up to 500 words plus one image.
- Includes contact details and a link to your website.
- Online for a minimum of one month.
- Solo sponsorship is available (\*please see sponsorship details overleaf).

## ONLINE RATES 2009

	RATES			TECHNICAL SPECIFICATIONS		
	1 MONTH	6 MONTHS	12 MONTHS	DIMENSIONS W x H IN PIXELS	MAX FILE SIZE	FORMAT
* BANNER AD	£120	£540	£936	550 x 60	20KB	GIF, JPG, SWF
STRIP AD	£75	£338	£585	80 x 250	20KB	GIF, JPG, SWF
BUTTON AD	£50	£225	£390	140 x 71	15KB	GIF, JPG, SWF
* PRODUCT AD	£35 per month, per product					

\* Solo sponsorship is available, please see details overleaf.

# SPONSORSHIPS

## BANNER SPONSORSHIP

offers just one client the opportunity to benefit from either a six month or 12 month sole position where no other advertisement will be allowed to either appear or rotate.

This guarantees your advertisement will be the first thing people see when accessing the home page and is guaranteed to feature on every page of the website in a fixed position.

**RATE: 6 MONTHS; £2160    RATE: 12 MONTHS; £3889**

## PRODUCT ADVERTISEMENT SPONSORSHIP

offers just one client the opportunity for guaranteed top position in Products and services home page listings each month. No other advertisement will be allowed in this position for the duration of your advertisement.

**RATE: £185 PER MONTH, PER ADVERTISEMENT**



## TECHNICAL SPECIFICATIONS

### BANNER, BUTTON & STRIP ADVERTISEMENTS

- Advertisements cannot include audio
- An active URL must be supplied for your advertisement to link to
- In Flash file must be URL link.
- For campaigns exceeding one month in duration, one new artwork can be supplied each month
- The costs shown are based upon the client supplying complete and final artwork/graphics, although there is a professional design service available, at extra cost. Please contact your advertising representative for more details or contact **READING DESIGN AND PRINT** direct on: 0118 945 3848 or [www.readingdesign.co.uk](http://www.readingdesign.co.uk)

## SUPPLYING ARTWORK/COPY

### BANNER, BUTTON & STRIP ADVERTISEMENTS

All advertisements should be sent (as attachments), in PC or MAC format, to [webmaster@readingdesign.co.uk](mailto:webmaster@readingdesign.co.uk) no later than 5 working days prior to publication date. Please include:

- The website name which relates to the advertisement
- The advertiser's company name; and
- The URL to which the advertisement should link (FLASH file must have URL link inside the file)

## PRODUCT ADVERTISEMENTS

Product advertisements can be supplied in In-Design or MS Word format. Images (one image per advertisement) should be supplied as JPEG or tif files. Please send (as attachments), in PC or MAC format, to [webmaster@b4ed.co.uk](mailto:webmaster@b4ed.co.uk) no later than 5 working days prior to publication date. Please include:

- The website name which relates to the advertisement
- The advertiser's company name; and
- The URL to which your Product advertisement should link

### TECHNICAL CONTACT

For any technical queries, please contact:

T: +44 (0)118 945 3848

E: [webmaster@readingdesign.co.uk](mailto:webmaster@readingdesign.co.uk)

### ONLINE SALES CONTACT

For any sales queries or information about availability, please contact:

T: +44 (0)118 945 4560, E: [mail@first-d-pub.co.uk](mailto:mail@first-d-pub.co.uk)