

# Barnsley Chronicle Online

## digital rate card 2011

### Banner Advert

With three styles to choose from (leader board, skyscraper and rectangle), each banner rotates randomly throughout most pages on the website and includes a hyperlink to the customers own website

3 month campaign .....	£180
6 month campaign .....	£300
12 month campaign .....	£500

### Static Banner Advert

To appear as a static Skyscraper advert (not rotational), available on key pages of the website, and including multiple hyperlinks if required. Cost is per 12 month campaign.

Homepage .....	£1495
Any other page .....	£995

### Pop-Up Banner

Scrolling up from the bottom of the page and appearing for approximately 5 seconds, displaying a message of your choice. Available on most pages of the site.

Per month .....	£150
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### Page Sponsorship

Sponsorship is available for the following pages and includes a page specific, non-rotational banner advert with hyperlink; What's On, Jobs, Family Notices, Bargain Ads, Chronicle Vouchers, Local Menus, Photos, Videos, Features and Supplements. Cost is per 12 month campaign.

Page sponsorship .....	£1200
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### Local Menus

Digital copy of menu to appear for 12 months (Updated quarterly). Also includes a full page advert in the printed version, which is published quarterly with a print run of 6,000 copies;

12 months .....	£500 (Digital & Print)
12 months .....	£400 (Digital only)

### Chronicle Vouchers

Printable discount voucher to appear on site for one month, with promotional advert (40mm x 66mm) in-paper on last Friday of month. Option for extra, larger promotional advert (70mm x 112mm) to appear in-paper during month of offer.

Voucher/Promo ad ....	£25 per month (3 Month Booking)
Voucher/Promo ad .....	£30 per month (Single Booking)
Voucher/Larger promo ad .....	£50 per month

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## **Infommercial**

A professionally designed, bespoke, video commercial approximately 3 minutes in length. To appear on the Chronicle homepage, and can also be embedded into your Barnsley 4 Me profile page (if applicable). We can also create a QR code to display on your promotional material that will link to your video via smart phones and other mobile devices.

Price on application

## **Interactive Map with Business Profile**

With various categories to choose from, from restaurants to estate agents, increase your company's online profile with a feature on our interactive map. Easily searchable from the Barnsley Chronicle home page, it features a business profile, photos, testimonials, inclusion onto the interactive map, plus much more. The price also includes an upgrade to your business listing on Barnsley 4 Me.

Cost per 12 months.....£208

## **Barnsley 4 Me** (www.barnsley4me.co.uk)

Barnsleys most comprehensive online directory, featuring 8,000 local businesses, searchable by business type or company name. Basic entries are free, though upgrades are available to enhance your listing. Barnsley 4 Me is also searchable via the Barnsley Chronicle home page.

Gold Listing .....£52 per year

Platinum Listing.....£156 per year

Diamond Listing.....£208 per year

All prices are exclusive of VAT at the current rate.

Telephone: **01226 734663/734666** (Advertising)

Fax: **01226 734343/214343**

E-mail:

**advertising@barnsley-chronicle.co.uk**

**editorial@barnsley-chronicle.co.uk**

London:

**Clacksons 020 7357 7979**

Manchester:

**Clacksons 0161 877 7333**