

Advertising Programme

Reach any UK location with your advert

Our platform enables people to find any UK County, City, Borough, Town, or Village very quickly and with minimum hassle. Many of our competitors lack the ability to reach a location as easily as us, or simply do not cater for areas which they consider 'insignificant'.

At yourlocalweb.co.uk, we believe that anyone should be able to connect with any local community, no matter how large or small. Every day, people are discovering new communities using our service, as well re-discovering thier own.

Advertising that works

It's no secret that the majority of Internet users dislike irrelevant advertising, so we have built our advertising programme specifically to promote local businesses in the geographic location our users are looking at. Not only does this follow our aim to support local communities, but we have also found locals to be especially responsive to this type of advertising where it is both relevant and local.

Pricing Guide (per calendar month)

	Village	Town	City	County	Dimensions / Type
Standard	£10	£25	£50	£78	160x40 / GIF or JPEG
Standard (Animated)	£14	£33	£68	£86	160x40 / GIF (Animated)
Double	£16	£36	£71	£98	160x80 / GIF or JPEG
Double (Animated)	£20	£43	£78	£112	160x80 / GIF (Animated)
County Sponsor	£CALL*	N/A	N/A	N/A	150x60 / GIF or JPEG
Site-wide Footer	£CALL**	N/A	N/A	N/A	470x60 / GIF or JPEG

Dimensions specified are in pixels, width by height. All plans are subject to a minimum term of **6 months**.

* Varies from County to County (call for quote).

** Negotiable (call for quote).

Conditions Summary

We want to ensure our Advertisers and users experience a high quality of advertising when they use us. To help us achieve this, we have some common sense rules we ask Advertisers to follow:

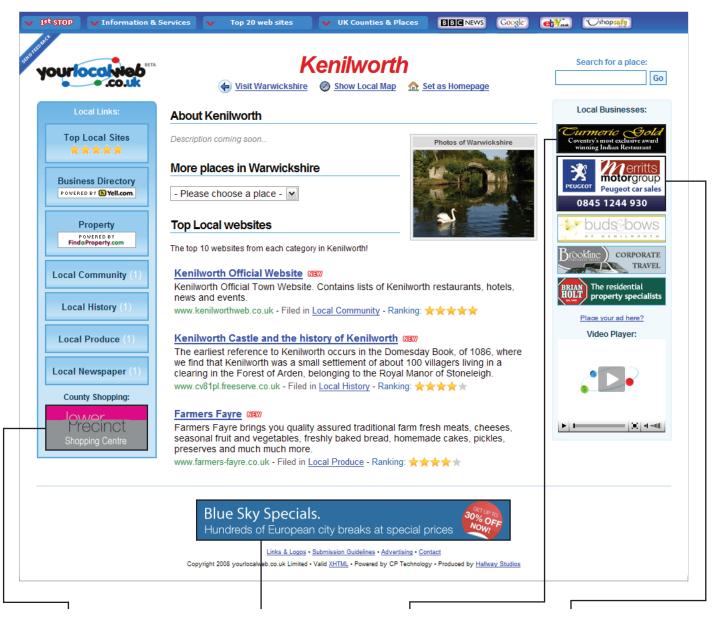
- The Advertiser's web site must not contain or link to inappropriate material
- The Advertiser's web site must not contain solely affiliate marketing links, or excessive / intrusive advertising
- The Advertiser must be promoting a business located within 5 miles of the location in which they appear on the web site (except for County Sponsor or Site-wide Footer plans)
- One type of business can be advertised on any single page
- A maximum of 6 Standard, 1 County Sponsor and 1 Site-wide Footer advertisements can be displayed on a single page (Double adverts count as 2x Standard)
- Where animated options are available, they should not be excessively animated



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Advertisement Positioning

The below diagram illustrates where your advertisment would appear, depending on what type of plan you select:



County Sponsor

Appears on all locations in the County (approx 2,100 pages, varying between Counties).
Makes County-wide promotions a snap.

Site-wide Footer

Appears on all pages available on yourlocalweb.co.uk (in excess of 100,000 pages). Offers excellent reach.

Standard

Appears on at least the homepage for the selected location(s).

Double

Double height version of the Standard plan, for greater visibility.