

Newark Advertiser

www.newarkadvertiser.co.uk

Online advertising

Your clients are online - are you?

37.4 million adults are online as you read this.

No wonder our website audience continues to grow

The screenshot shows the Newark Advertiser website interface. At the top, there is a banner for 'Hair & Nail Studio' located at '15 Bridge Street, Newark'. Below this is the website's navigation menu with categories like Home, News, Sport, Leisure, Your Community, Property, Recruitment, Motors, Our Services, Findit, and a 5-day weather forecast. The main content area features a 'Leisure' section with an article titled 'Big band sounds' about the Syd Lawrence Orchestra. Other articles include 'Mistaken identity' and 'Learning about the orchestra'. There are also advertisements for 'Miss Newark & district 2010' and 'UNITS IN BASSINGHAM TO LET'.

Our online audience

30,078 visits

154,795 page views

June 2010

Package 1 - The Banner Campaign

Your advert will appear online and will be viewed 8,000 times

£80 + VAT

Package 2 - The MPU Campaign

Your advert will appear online and will be viewed 8,000 times

£80 + VAT

Package 3 - Newark Business Directory

Your advert will appear online for 12 months

Packages from £60 to £300 + VAT

Package 4 - Sponsorship

Your advert will appear on every page in a selected channel i.e: News, Sport, Motors, Property, Recruitment etc.

£300 + VAT for 6 months

Why advertise online?

12.5m people accessed the internet whilst at work in the last month

The internet is the fastest growing advertising medium

Reach potential clients much closer to the point of sale

Each click through is like bringing a potential customer into your business

Internet advertising is interactive - your advert can be animated grabbing the readers attention