



## SPORT IN STAFFS ADVERTISEMENT PRICING

### ARTICLES

- Featured at the end of an article
- Link to website included
- Remains on article forever

### PRICES

£15 per article

OR

£10 per article + 10p per article view

£15/article	£10/article + 10p/view
<input checked="" type="checkbox"/> Fixed price	<input checked="" type="checkbox"/> Pay lower starting price
<input checked="" type="checkbox"/> Know how much you pay instantly	<input checked="" type="checkbox"/> Proportionate to how many people see the advert

### BUY MULTIPLE OF THE ABOVE OR GO FOR A PACKAGE

<b>A</b>	- 5 Articles	£65	(£10 off)
<b>B</b>	- 10 Articles	£130	(£20 off)
<b>C</b>	- 15 Articles	£190	(£35 off)



## SPORT IN STAFFS ADVERTISEMENT PRICING

### HOMEPAGE BANNERS

- Featured on homepage
- Top banner is placed before first news article (see below)
- Lower banner is placed after third news article (see below)

The screenshot shows the Sport in Staffs homepage layout. At the top is the logo and navigation menu. Below is a 'LATEST NEWS' section with three articles. A large black arrow labeled 'Top banner' points to a grey rectangular area above the first article. Another large black arrow labeled 'Lower banner' points to a grey rectangular area below the third article. At the bottom of the page, there is a small red banner with the text 'ADVERTISE YOUR BUSINESS ON SPORT IN STAFFS FOR AS LITTLE AS £10'.

### PRICES

Top banner	£15/week	£50/month
Lower banner	£9/week	£30/month



## SPORT IN STAFFS ADVERTISEMENT PRICING

### WHAT SIZE DOES MY ADVERT NEED TO BE?

- Article adverts: circa 1200 (width) x 675 (height) pixels
- Homepage banners: circa 1200 x 350 pixels
- Please be aware that we can help with minor adjustments to your advert but we will not be able to create an advert from scratch

### HOW ARE ADVERTS BILLED?

- The fee for adverts is charged at the start of every calendar month
- For example, if you advertised on 2 articles at £15 each on June 1, you would not have to pay the £30 cost for them until July 1.
- What's more, 5% of all Sport in Staffs' income is donated to charity
- **Please note:** For 'rolling' advert fees (i.e. £10 /article + 10p/view), you will be billed monthly for any 'view' on such an article beyond the month the article was published.

For example, if the advert was published in January, you would still be billed for any views in February, March, etc.

However, we will provide proof of the number of views per month the article with your advert receives to maintain clarity, and once the number of views drops below 5, we will stop the billing, even it rises above 5 again.

### WHAT HAPPENS WHEN I WANT TO CANCEL MY ADS?

- Once you have contacted us to make us aware that you wish to cancel, you will be fully refunded any adverts that have not featured in an article.
- You still will be billed for any adverts that have been featured in any articles but you will not have to pay this until the 1st of the following month from when you have told us you wish to cancel.