

## Statistics




**high traffic** - in 2013 our site had 310,784 visits and 882,851 page views; that's a lot of potential customers

**excellent service** - from initial advice, through ad design and placement, to campaign performance reports

**flexible rates** - monthly packages to suit all budgets

**extras** - illustrated features, trackable e-newsletter items, events booking, online ticket sales, promotions, coded voucher offers and competitions. Just tell us what you need.

## Advertising Packages

Where your ad is displayed	1 month	3 months (5% discount)	6 months (10% discount)
 <b>PLATINUM</b> home page 1x category page 2 premium pages 3 standard pages enhanced directory listing	£75.00	£214.00	£405.00
 <b>GOLD</b> 1x category page 2 premium pages 3 standard pages enhanced directory listing	£60.00	£171.00	£324.00
 <b>SILVER</b> 2 premium pages 2 standard pages enhanced directory listing	£45.00	£128.00	£243.00

## Build a Custom Package

Add extra pages to one of our standard packages  
 £12 for a premium page, £7 for a standard page (subject to availability)

### Banner ad fees Include:

unlimited ad substitutions so that you can vary your message  
 monitoring of your ad's pageviews and clickthrough rates  
 a monthly report summarising your campaign performance

### Banner design fees:

gold package - free  
 static banner - £35  
 animated banner (up to 10 frames) - £60

If you would like to provide your own banner, we accept jpeg, gif and swf files. They must be in one of the following shapes:

728 pixels by 90 pixels (letterbox format)  
 300 pixels by 250 pixels (rectangular format)

Please contact us if you have any questions or would like to discuss the best solution for you marketing requirements and budget.

\*All prices are exclusive of VAT

Leading independent website allaboutstalbans.com is the definitive guide to what's on in and around St Albans.

You can find events and activities for all ages, buy and sell tickets online, book restaurant tables, write reviews and trade in our marketplace.

310,000+ visitors a year  
 monthly newsletter reaches 7,500  
 page one Google ranking  
 measurable advertising for your business

