

# Digital Advertising Rates



## Use our database

Position	Rate	Dimensions (w x h)
Bespoke email shots	£500	Contact the team
E-newsletter text-panel entry	£170	Contact the team
E-newsletter sponsor button	£75	Contact the team
E-newsletter leader banner	£250	900 x 1000

## Use our website

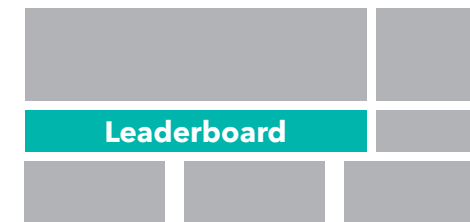
Position (see diagram)	Rate (pcm)	Dimensions (w x h)
Super leader board	£500	980 x 90, 980 x 100
Masthead	£600	980 x 200
Leader board	£400	728 x 90
Skyscrapers (L/R)	£700	90 x 480
Reskin (Skyscrapers & masthead)	£1000	See individual dimensions
MPU	£200	260 x 217
Half page portrait*	£500	300 x 600
Category navigation sponsor	£200	260 x 217
Category super leader board	£500	980 x 90
Standard listing in marketplace	£40	Contact the team
Enhanced profile in marketplace	£83	Contact the team
Featured business blog	£300	Contact the team

\*New digital offerings

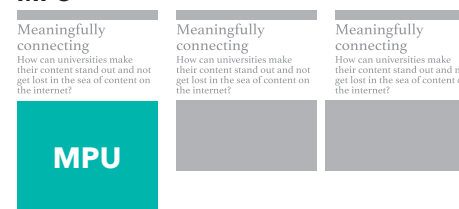
### Super Leaderboard



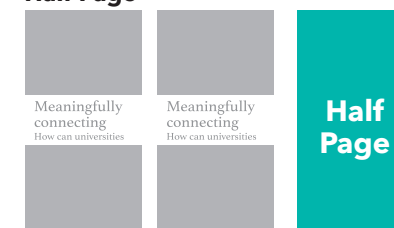
### Leaderboard



### MPU



### Half Page



## Digital Roundtable Events

An invite only, webinar style, recorded roundtable event between our client and up to 6 subscribers that match the job title preferences you supply.

- We source participants according to your brief and arrange a date and time for the roundtable
- Wildfire and their client decide on roundtable topic
- All participants including the supplier get a question each that's opened up to the group for discussion. Wildfire to chair
- Contact details of all participants shared with our client
- Recording provided to client for reference and their use
- Suitable for market research, networking and new business generation

### Total

£750 + vat per sourced participant.

# Digital Advertising Rates

iE

UB

ET

## Content Marketing Services

### Regular

Content uploaded to website indefinitely and initially featured on homepage:

- Content to receive social media push via Twitter
- Content to be used as a featured story in newsletter
- Read stats for hosted article provided

### Total

- Single activity = £300 + vat per upload
- Annual content partnership = £100 p/m (12 uploads over 12 months) totalling £1,200 + vat

### Specs

300 - 600 words & a hi-res images



### Premium

- Tailored social media campaign targeting a specific audience as dictated by you (job titles, location, age, education sector etc)
- Pre-campaign guarantee of minimum the number of clicks to content thw at your article will attract from your chosen audience
- Full analytics breakdown of campaign upon conclusion
- Content uploaded to website and initially featured on homepage
- Content to be used as a featured story in newsletter
- Read stats for hosted article also provided

### Total

- Single Premium Activity = £550 + vat for 500 guaranteed clicks. Plus, an additional £250 for every additional 500 clicks we guarantee (we will inform you of maximum click amount that we'll guarantee according to the content brief you supply)
- Annual Premium Content Partnership = £350 p/m (12 uploads over 12 months) totalling £4,200 + vat. Plus, an additional £250 for every additional 500 clicks we guarantee (we will inform you of maximum)

### Specs

300 - 600 words & hi-res images

Plus 3-4 hi-res images, 600 x 600 for social media images