

What's On In Darlington

Media Pack

What's On In Darlington has 1000's of visitors to its website. The visitors to the website for the last 90 days are 66K Active Users; 65K New Users; Organic Search 1.6K; Direct Search 55K; Event Count 198K.

Every day people are looking to find the best **places to eat and drink**, **activities** for the whole family, unique places to **shop**, historic landmarks and **attractions**, local **news** and **events** and more on our comprehensive website! Also see the available **trades people** for all your domestic or commercial work.

We offer different **ad spots** locations **to fit all budgets**.

• **Business directory listing** - Promote your business on Darlington's No.1 online business directory.

• **Rolling text banner "Darlington News"** - When you hover-over the words, it will stop rolling and is clickable to your website or sales page.

• **The Big Sliding Banner ad spot** - It rotates every 3 seconds and is linked to your website or sales page. The Banner can also display a video.

• **The Home Page** - The most popular page where advertisers are eager to display their ads. Any advertisers can be displayed on the Home page.

• **Our Targeted Drop Down Menu pages** - Laser target your advertisement to those, that are looking for a particular service. Restaurants, Hotels and Places to Stay, Things to do, Places to visit and Explore, Golf clubs, Beauty & Spa. If we don't have your subheading category, we will create one for you and your business.

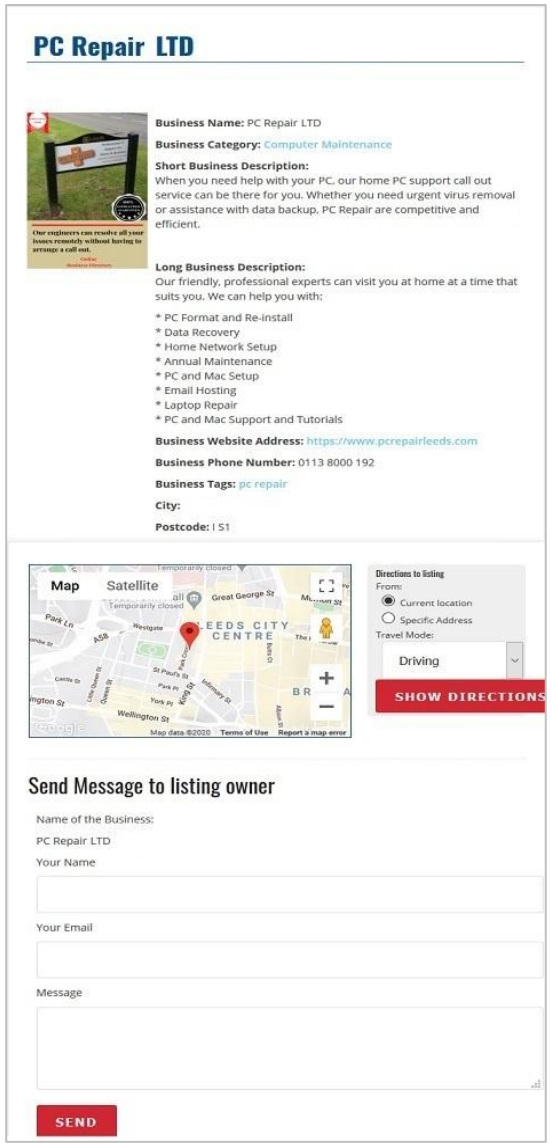
• **The Thumbnail small slider** - at the bottom of each page, is for those that have small budgets but still want to advertise on "What's on in Darlington". These small but powerful adverts can link to your website or sales page.

The following pages explain these adverts in more detail, as well as our main range of skyscraper, single, double and triple box sized adverts, and prices.

Individual packages can be designed to suit your requirements

Darlington Business Directory

Grow your customers, enhance your listing and be visible online with simple effective choice of options, that best suits your needs



6 Months listing

Full Company listing, including:

- ✓ Your Business logo
- ✓ Add up to **3 images** for your business
- ✓ **150 characters** short **business description**
- ✓ 400 characters for **full description** of your business service/products
- ✓ Contact information: Address, Contact numbers, Email address
- ✓ Customers can email you direct via the form on the website
- ✓ Business opening hours
- ✓ Location on google map
- ✓ Listed under your chosen business category
- ✓ Business tags
- ✓ Link to your website URL
- ✓ Link to your social URL
- ✓ Promote on our social media

~~Normal Price £55~~

For 6 months listing Only **£40**

List my Business

1 Year listing

Full Company listing, including:

- ✓ Your Business logo
- ✓ Add up to **5 images** for your business
- ✓ **150 characters** short **business description**
- ✓ 400 characters for **full description** of your business service/products
- ✓ Contact information: Address, Contact numbers, Email address
- ✓ Customers can email you direct via the form on the website
- ✓ Business opening hours
- ✓ Location on google map
- ✓ Listed under your chosen business category
- ✓ Business tags
- ✓ Link to your website URL
- ✓ Link to your social URL
- ✓ Promote on our social media

~~Normal Price £80~~

For 1 year listing Only **£60**

List my Business

Lifetime listing

Full Company listing, including:

- ✓ Your Business logo
- ✓ Add up to **10 images** for your business
- ✓ **150 characters** short **business description**
- ✓ 400 characters for **full description** of your business service/products
- ✓ Contact information: Address, Contact numbers, Email address
- ✓ Customers can email you direct via the form on the website
- ✓ Business opening hours
- ✓ Location on google map
- ✓ Listed under your chosen business category
- ✓ Business tags
- ✓ Link to your website URL
- ✓ Link to your social URL
- ✓ Promote on our social media

~~Normal Price £350~~

Lifetime listing Only **£250**

List my Business

To see all our advertising options, visit our **Advertise with us** page

Ad Spots and Pricing



SINGLE BOX AD PRICES:

1 month on any page £61
3 months on any page 5% discount £174 (£58pm)
6 months on any page 12% discount £322 (£53.67pm)
12 months on any page 25% discount £548 (£45.67pm)

DOUBLE BOX AD PRICES:

1 Month on any page £110
3 Months on any page 5% discount £314 (£104.67pm)
6 Months on any page 12% discount £581 (£96.83pm)
12 Months on any page 25% discount £991 (£82.8pm)

TRIPLE BOX AD PRICES:

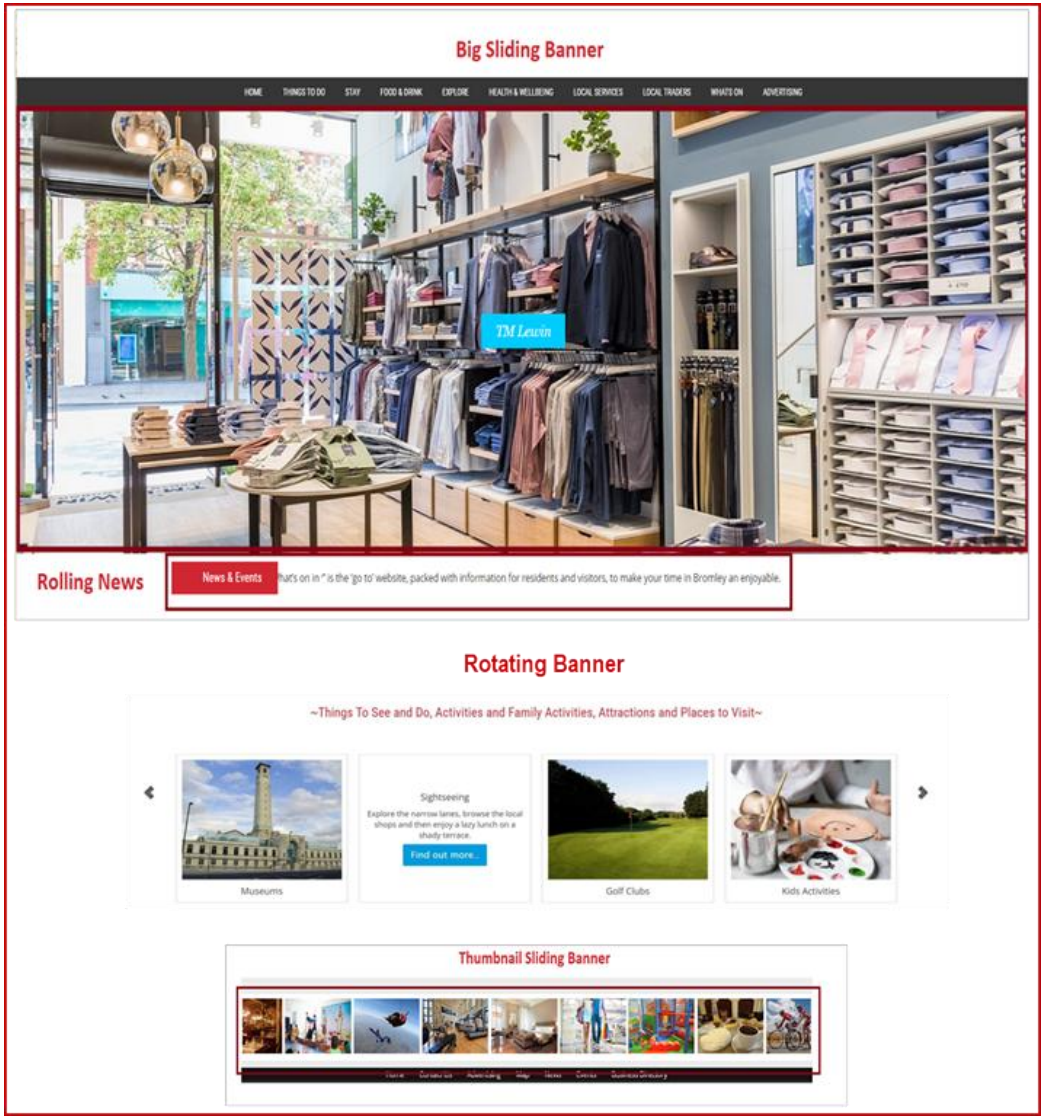
1 Month on any page £139
3 Months on any page 5% discount £395 (£131.67)
6 Months on any page 12% discount £733 (£122.17pm)
12 Months on any page 25% discount £1,249 (£104.08pm)

SKYSCRAPER AD PRICES:

1 Month on any page £110
3 Months on any page 5% discount £314 (£104.67pm)
6 Months on any page 12% discount £581 (£96.83pm)
12 Months on any page 25% discount £991 (£82.8pm)

To see all our advertising options, visit our **Advertise with us** page

Ad Spots and Pricing



BIG SLIDING BANNER PRICES:

1 Month on any page £151
3 Months on any page 5% discount £408 (£136pm)
6 Months on any page 12% discount £771 (£128.50pm)
12 Months on any page 25% discount £1,270 (£105.83pm)

ROLLING NEWS PRICES:

1 Month on the Rolling News £30
3 Months on the Rolling News 5% discount £86 (£28.67pm)
6 Months on the Rolling News 12% discount £158 (£26.33pm)
12 Months on the Rolling News 25% discount £270 (£22.50pm)

ROTATING BANNER AD PRICES:

1 Month on Rotating Banner £69
3 Months on Rotating Banner 5% discount £196 (£65.33pm)
6 Months on Rotating Banner 12% discount £364 (£60.67pm)
12 Months on Rotating Banner 25% discount £621 (£51.75pm)

THUMBNAIL SLIDING BANNER PRICES:

1 Month all page £37
3 Months on all pages 5% discount £107 (£35.67pm)
6 Months on all pages 12% discount £198 (£33pm)
12 Months on all pages 25% discount £337 (£28.08pm)

To see all our advertising options, visit our **Advertise with us** page

Special Ad Packages



SPECIAL AD PACKAGE 1:

For 1 Month you will have ads running on:

- **2 Big Sliding Banners** on Home page and Dropdown tab - a picture or video
- **75 Characters** on the **Rolling News**, hyperlinked to your website of **FREE** sales page
- **Single Ad Spot** on the Home page 364 x 267 pixels
- **Double Ad Spot** 756 x 267 pixels picture or video ad on any **Drop Down menu** of your choice
- **1 Ad spot on the Thumbnail sliding banner** featured on every page
- Entry onto our **Facebook & Social Media**

Normal Price ~~554~~
Special Ad Package 1 Price **£268**

SPECIAL AD PACKAGE 2:

For 1 Month you will have ads running on:

- **Home page Double** ad spot756 x 267 pixels - a picture or video
- **75 Characters** on the **Rolling News**, hyperlinked to your website of **FREE** sales page
- **Single Ad Spot** 364 x 267 pixels on any Drop Down menu of your choice
- **1 Ad spot on the Thumbnail sliding banner** featured on every page
- Entry onto our **Facebook & Social Media**

Normal Price ~~293~~
Special Ad Package 2 Price **£181**

To see all our advertising options, visit our **Advertise with us** page

WOI Darlington

Advertising on "Whats On In Darlington.com" is easy and secure.

It gives you the flexibility to change your ad when you want during your advertising period.

We offer a full range of ad sizes to fit any advertisement budget.

- Big Slider Banner **1360 x 460** pixels
- Single Box Ad size is **364 x 267** pixels
- Double Box Ad size is **756 x 267** pixels
- Triple Box Ad size is **1170 x 300** pixels
- Sky Scraper size is **364 x 584** pixels
- Rotating Banner Ad is **600 x 400** pixels
- Thumbnail Sliding Banner size is **150 x 100** pixels

+ Place an ad

If you have any questions on any of our ad spots, placements and special packages, please Contact Us

To see all our advertising options, visit our **Advertise with us** page

Contact Information:
Email: Sales@WhatsOnInDarlington.com
Website: www.WhatsOnInDarlington.com