

Reach your  
nearest  
customers.

Go hyperlocal.



Hyperlocal  
**TODAY**

Rate Card and  
Advertising Packages

# Hyperlocal: The future of local news

Hyperlocal Today is building a network of mobile-first news websites around the country, dedicated to filling the void left by the decline of local print newspapers.

Each site is run by experienced journalists living at the heart of communities they know and care about. They provide a one-stop shop for the stories that happen in your town or patch, shining a light on the news, issues and people that matter.

And this is local news for the smartphone era, delivered in real-time using imagery, video, social media and a cutting-edge mobile design.

**Advertising on a Hyperlocal Today website is easy and highly effective.**

Each site is powered by Google's ad-serving technology, giving you complete control over your campaign and monthly reporting of its performance. You can supply the creative yourself, or ask us to design your ads for you.

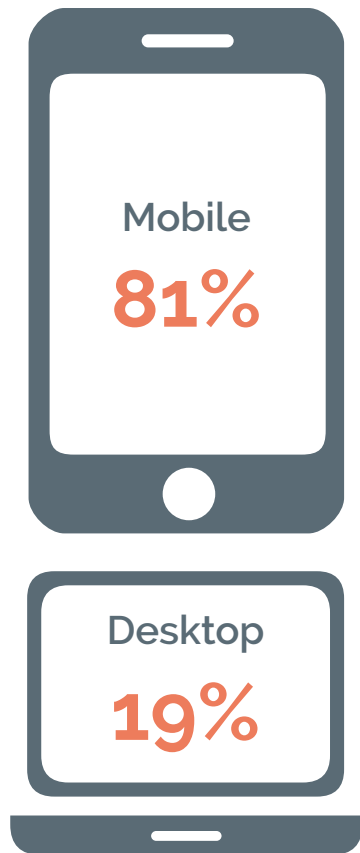
We also offer a range of flexible content marketing packages to suit your particular advertising needs, giving you an unrivalled opportunity to reach your nearest and often most loyal customers.

Give your business, shop, event or brand a boost: advertise on a Hyperlocal Today website.

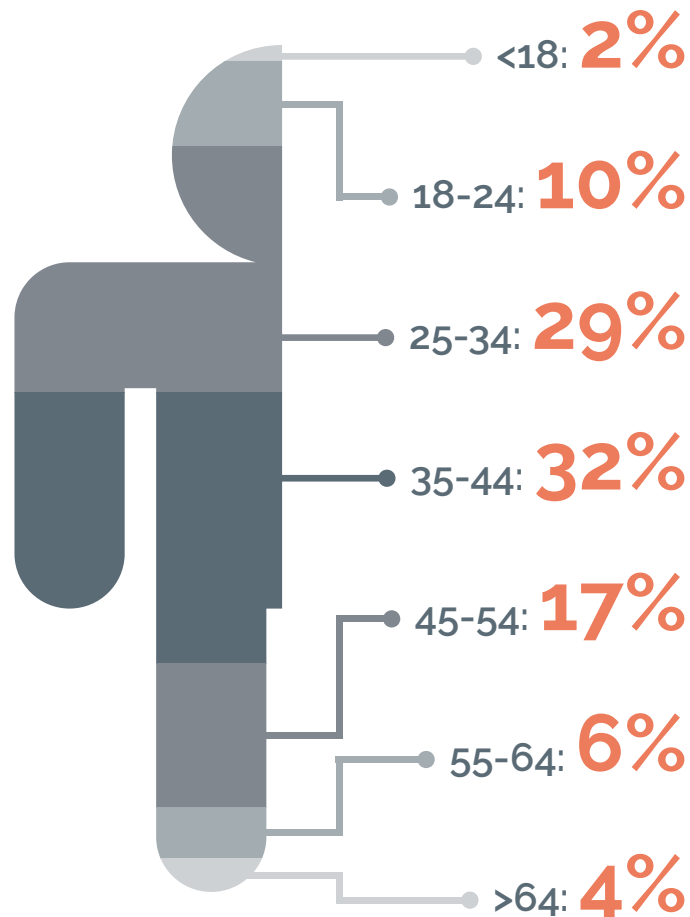


# Your Potential Audience at a Glance

## Readers by Platform



## Readers by Age



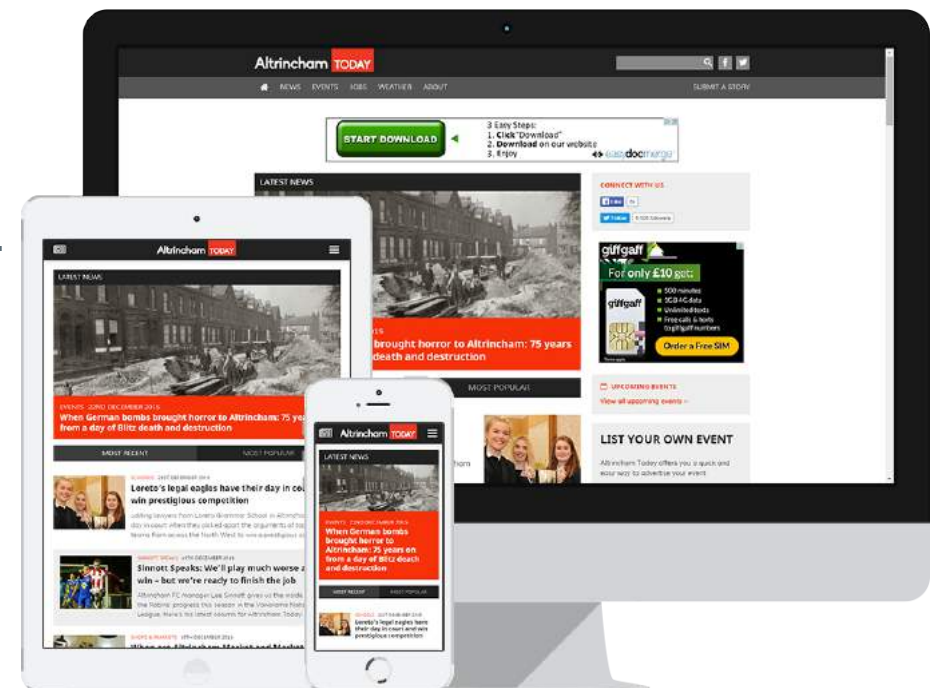
## Viewers by Location



# Advertise on a Hyperlocal Today website

## How To Advertise

- Advertising on a Hyperlocal Today website costs just £6 per 1,000 views (min spend £120/month).
- Create your advert in the sizes specified on page 4 to ensure it looks good across desktop, mobile and tablet devices.
- If you need help designing your ad, we have an in-house design service at highly competitive rates.
- For more editorially-based advertising, choose from one of our Content Marketing solutions (see pages 6 and 7), including sponsored posts, columns and social media posts.



# Advertisement Sizes

Advertising placements to suit any device

A : 970x250

- Billboard
- Desktop



B : 728x90

- Leaderboard
- Tablet



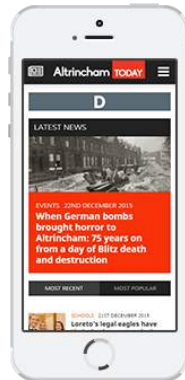
C : 600x160

- Homepage River
- All Devices



D : 468x60

- Banner
- Mobile



E : 300x600

- Half Page
- Desktop



F : 300x250

- Medium Rectangle
- All Devices



# Advertising Costs

## Pricing

Standard advertising rate,  
for all advert placements and sizes

**£6 per 1000 impressions**  
/month

## Discounts

Save by signing up  
for longer periods

3 Months

**5%**

6 Months

**10%**

12 Months

**15%**

## Additional Discounts

Gain further discounts if you advertise on more than one site  
in the Hyperlocal Today network

2 Sites

**5%**

3 Sites

**10%**

4 Sites

**15%**

# Content Marketing

Reach a highly targeted audience quickly and effectively

## Sponsored Post



We'll publish a promotional article about your business, event, product or service.

One of our journalists will meet you for an interview and photo shoot; you will have full copy approval before it goes live.

**£195**  
+vat

## Sponsored Column



Demonstrate your expert knowledge on a particular subject with a regular column.

Available as a series of three or six columns.

Series of  
three columns:

**£150**  
+vat

Series of  
six columns:

**£250**  
+vat

## Sponsored Social



Instantly reach our targeted social community with your event, announcement or special offer.

Includes three tweets and one Facebook post.

**£150**  
+vat

# Content Marketing

Save money while increasing your campaign's reach with a bespoke Content Marketing package

## New Business Launch

Make an instant impression  
Three months' advertising  
(20,000 impressions/month)  
Sponsored post  
Unlimited job ads



**£495**  
+vat

## Local Expertise

Develop your reputation and  
expertise at a local level  
Sponsored post  
Three sponsored columns  
Three months advertising



**£595**  
+vat

## Event Promotion

Launch and post-event editorial  
One month's advertising  
5 Tweets  
1 extra Facebook post



**£295**  
+vat

## Seasonal

Sponsored post  
One month's advertising  
5 Tweets  
1 extra Facebook post



**£295**  
+vat



# List your Job or Event

## Job Vacancies



List your job vacancy with us

30-day job listing  
and three tweets:

**£40**

30-day job listing,  
three tweets and  
a Facebook post:

**£60**

## Event Promotion



List your event with us

Free entry or  
charity events:

**Free**

Paid ticketed  
events:

**£25**



Registration No: 9710547