

Advertising with the Ledbury Portal

There are several ways to place your business or organization advertisement with the Ledbury Portal:

Banner and Side Ads

The Ledbury Portal uses two types of advertisements that are displayed throughout the website:

The Banner Ad (below) is at the top, centre of the webpage.

This is the approximate size of the Banner Ad. It is 468 pixels wide and 60 pixels deep. You can design your own ad to these dimensions, or tell us your ideas and we will design it for you.

This is the approximate size of the Side Ad. It is 160 pixels wide and 100 pixels deep. You can design your own ad to these dimensions, or tell us your ideas and we will design it for you.

The Side Ads (right) are on the right of the webpage.

Side Ads: £14 a month or £150 a year

Banner Ads £19 a month or £200 a year

If you would like one of the Ledbury Portal team to design your ad, we can do so for a fee of just £5.

What can you expect from the Ledbury Portal?

From February 2008 to May 2009 Top Banner advertisements have averaged 9,250 impressions (views) per month, while our Side advertisements have averaged 14,750 impressions per month.

During that time advertisements have averaged 508 clicks. That roughly equates to one potential customer each day navigating to your website from the Ledbury Portal website.

While the impressions are most likely to leave a subliminal imprint on readers, those who are clicking on your advertisement are likely to have a genuine interest in your product or service.

**Support your Ledbury Portal
Advertise your Business on our Web Pages**

Editorial Advertising:

Create your own web pages on the Ledbury Portal

You can create your own web pages on the Ledbury Portal that you can control and edit in your own time.

An example:

In October 2007 web pages were created for Ice Bytes Internet Café & Ice Cream Parlour on the Ledbury Portal, which have since been hit 2,239 times! [19 June 2009 current publish date]

For editorial advertising content on the Ledbury Portal that you control and is published all year round we will charge you just £49 a year.

The Ledbury Directory

A major part of the Ledbury Portal is its Directory. Using it is simple and straightforward. First you need to **register** on the website, **log on** and then go the **Ledbury Directory** section on the main menu. Then click **Add Entry** and proceed to fill in the required fields.

The basic listing with two categories, phone number, address, email and business and contact name is **free**. If you want to add extra details the pricing is as follows:

- Add website link £10.00
- Add description £25.00
- Add logo £15.00
- Add icon £10.00
- Each extra category listing £10.00

These prices are for a Ledbury Portal Directory listing for one calendar year. The beauty of an online directory like this is that you can place your listing at any time during the year, edit it, remove it and your customers can link to your business directly from the Portal.

Our current figures for June 2009 show that there are 144 local businesses on the Ledbury Portal Directory.

Prices do not include VAT [The Ledbury Portal is not VAT registered].