

## Directory Listing Rates for Advertising Year 1<sup>st</sup> June 2014 – 31<sup>st</sup> May 2015

What is included in your Directory Listing?	Tier	Full year's Advertising Prices
<b>Business name &amp; type/phone no/contact name</b>	1	Free
<b>As Tier 1, PLUS</b> up to 50 word description/ email button/business address, & Google map showing your location (optional)	2	£31.00
<b>As Tiers 1 &amp; 2, PLUS</b> Website link/small image or logo on front page and up to 150 words on More Information page	3	£53.00
<b>As Tiers 1, 2 &amp; 3, PLUS</b> additional text/images/attachments on More Information page	4	£70.00
<b>As Tiers 1, 2, 3 &amp; 4, PLUS</b> standard online enquiry form (tailor-made forms on request)/ Free marketing opportunities on Visitor email	5	£77.00

All adverts run until the end of the advertising year – ie 31<sup>st</sup> May 2015. Pro-rata reductions apply for adverts taken out part-way through the year, as follows:

### Prices applicable from 1<sup>st</sup> September 2014

Tier 2	-	£23.25
Tier 3	-	£39.75
Tier 4	-	£52.50
Tier 5	-	£57.75

### Prices applicable from 1<sup>st</sup> December 2014

Tier 2	-	£15.50
Tier 3	-	£26.50
Tier 4	-	£35.00
Tier 5	-	£38.50

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### Prices applicable from 1<sup>st</sup> March 2015

If an advert is taken out between 1<sup>st</sup> March and 31<sup>st</sup> May 2015, you have the option of either paying the rate from 1<sup>st</sup> December 2014 (above) for the remainder of the advertising year (to 31<sup>st</sup> May 2015), or paying a special pro-rata rate which will cover you for up to 15 months (ie to renewal date on 31<sup>st</sup> May 2016) at the current year's rates (see below)

**Price Option for adverts placed between 1<sup>st</sup> March and 31<sup>st</sup> May 2015, covering period to 31<sup>st</sup> May 2016:**

Tier 2	-	£38.75
Tier 3	-	£66.25
Tier 4	-	£87.50
Tier 5	-	£96.25