

Directory Listing Rates for Advertising Year 1st June 2016 – 31st May 2017

What is included in your Directory Listing?	Tier	Full year's Advertising Prices
Business name & type/phone no/contact name	1	Free
As Tier 1, <u>PLUS</u> up to 50 word description/ email button/business address, & Google map showing your location (optional)	2	£32.00
As Tiers 1 & 2, <u>PLUS</u> Website link/small image or logo on front page and up to 150 words on More Information page	3	£54.00
As Tiers 1, 2 & 3, <u>PLUS</u> additional text/images/attachments on More Information page	4	£72.00
As Tiers 1, 2, 3 & 4, <u>PLUS</u> standard online enquiry form (tailor-made forms on request)/	5	£79.00

All adverts run until the end of the advertising year – ie 31st May 2017. Pro-rata reductions apply for adverts taken out part-way through the year, as follows:

Prices applicable from 1st September 2016

Tier 2	-	£24.00
Tier 3	-	£40.50
Tier 4	-	£54.00
Tier 5	-	£59.25

Prices applicable from 1st December 2016

Tier 2	-	£16.00
Tier 3	-	£27.00
Tier 4	-	£36.00
Tier 5	-	£39.50

Prices applicable from 1st March 2017

If an advert is taken out between 1st March and 31st May 2017, you have the option of either paying the rate from 1st December 2016 (above) for the remainder of the advertising year (to 31st May 2017), or paying a special pro-rata rate which will cover you for up to 15 months (ie to renewal date on 31st May 2017) at the current year's rates (see below)

Price Option for adverts placed between 1st March and 31st May 2017, covering period to 31st May 2017:

Tier 2	-	£40.00
Tier 3	-	£67.50
Tier 4	-	£90.00
Tier 5	-	£98.75