

WEB ADVERTISING RATE CARD 2013

ZONE	SIZE (PIXELS)	COST/MONTH
Top Banner	960 x 120	£200.00
RH Top banner	250 x 180	£100.00
LH Tile	175 x 175	£50.00
RH Tile	120 x 120	£40.00



community focussed
registered charity
wide range of programmes

Name Tel

Business Email

Website Preferred Position

Advertising on www.aliveradio.net

aliveradio.net was first created in 2004 to support the short term broadcasts of Alive Radio in 2004, 2005 & 2006, carrying our internet stream worldwide as well as information; local breaking news, events, forthcoming shows, etc.

It has become a well viewed site, with typically 250 visits per day (these are real page views, rather than automated 'hits'). Our highest day had over 1700 views and we've had other peaks of 500 – 700 views. The growth continues, especially since the revamp in April 2012.

What will it do for your business? There's a three fold benefit from advertising on aliveradio.net:

1. Generate awareness of your business activity, particularly toward a wide a varied local Dumfries-oriented audience.
2. Generate click-through traffic to your own site or web page.
3. Support a local good cause - Alive Radio is 100% charitable and is a registered Scottish charity.

All slots are shared; i.e. there may be up to three other advertisers on the same spot, so each time a visitor clicks on a page, one of the three will display. This provides added prominence because, for regular visitors, the pages will not always look the same each time they visit. There are also two levels of options:

Page width banner (940 pixels x 125 pixels), providing a top of the page, full width clickable banner on all pages

Top of the RH column banner (250 pixels x 180 pixels)

LH Tile ad (175 pixels x 175 pixels)

RH Tile ad (120 pixels x 120 pixels)

Advertisers can apply their own ads and even pay online, but we're happy to do that for you. If you need help preparing your banner on image advert, we can do that too, free of charge.

You can cancel at any time, booking only one month in advance.

We are VAT registered, so the prices quoted are also subject to VAT.