

NantwichNews

www.thenantwichnews.co.uk

We continue to grow and expand

Nantwichnews enjoyed another incredible year of growth in 2014 – and is still growing in 2015!

Re-launching with even more features - including a **responsive layout** that automatically adapts to any screen (laptops, ipads, iphones) – has helped boost our audience by almost 100% in the first 6 months of 2015.

And now we are offering more advertising opportunities!

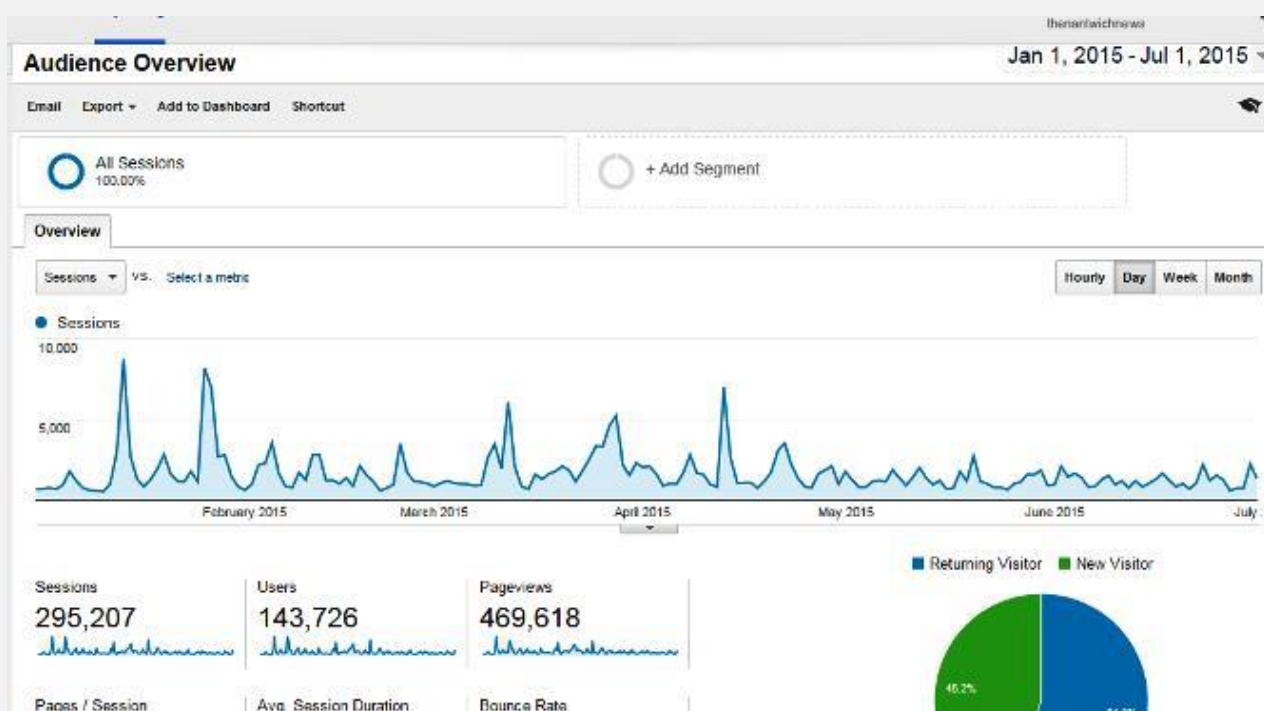
We have a massive, local audience in Cheshire. Just look at these 2014 stats:

- **675,000 page views**
- **202,000 unique readers**
- **51% returning visitors (individuals visiting more than once)**
- **67% visits made from mobile phones or tablets**

(source: Google Analytics 01/01/14 to 31/12/14)

And in the first 6 months of 2015, we've continued to expand our audience and reach, with 469,000 page views and 143,000 unique readers.

See our graphic (below) from our Google analytics page.



As well as that, our Social Media reach continues to expand at a great pace.

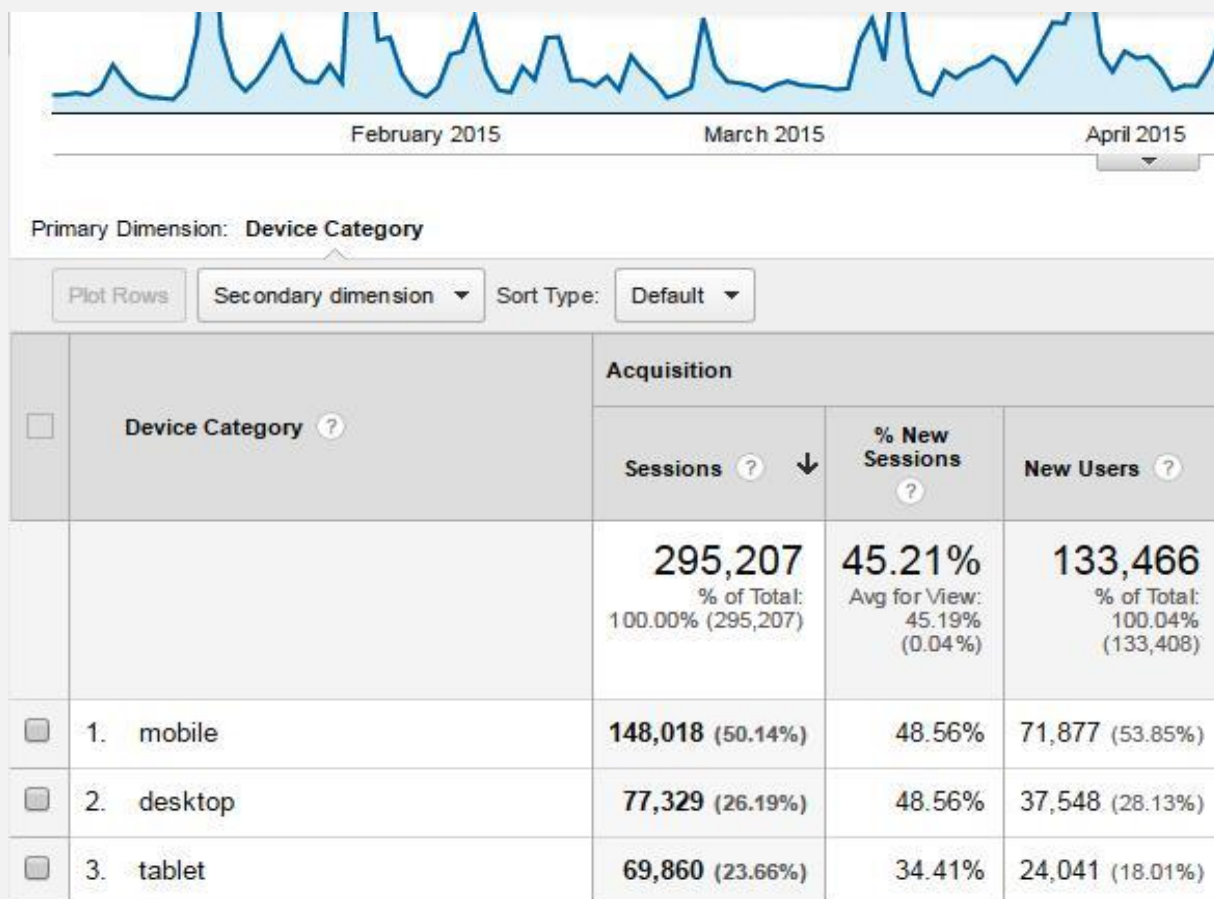
As of July 1 2015, *Nantwichnews* has:

More than 3,000 Facebook group members (100% rise since July 2014)

More than 5,500 Twitter followers (50% rise since July 2014)

We are also growing our “mobile” audience significantly, thanks to our layout responsive design which can adapt to all screen sizes and resolutions.

Our Google analytics show that during the period January 1 to July 1 2015, more than 50% of visits were made from a mobile phone!



[Advertise with us – and tap into our massive audience](#)

As we have no print overheads, we can offer the best online digital advertising possible.

With a huge, and growing audience, advertising online with us will BOOST your brand and presence in South Cheshire.

Direct clickthroughs are a bonus with online advertising.

But more important is your brand – and long term advertising will ensure your name and message is seen by tens of thousands of people every day, week, month and year.

And these are your local customers – readers who live, work, visit Nantwich and the surrounding area, and NEED your services or products.

A homepage advert for 3 months for as little as £1 a day!

You provide the advert and we'll link it to a web or promotional page of your choice.

We also offer different sizes in square, tower or landscape shape – SEE BELOW FOR SAMPLE AD SIZES AND SHAPES

[Advert shapes and sizes](#)

Below is a selection of advert shapes and sizes on offer. Sizes for online advertising banners are measured in pixels.

Match to our rates as displayed on the previous page.



ADVERTISE HERE 250x125

**ADVERTISE HERE
125x125**

ADVERTISE HERE 500x100

ADVERTISE HERE 470x70

You will also gain a FREE listing on “Our Sponsors” page when you take out an advert.

This listing includes you company name, logo, web address, email and phone contacts, social media links PLUS a 50-word biog of your business.

Your Next Step

Raise your profile and build a brand long-term in Nantwich and Cheshire.

Take a look at our current advertising tariffs (next page)

And please get in touch to discuss your requirements or for any further information.

Email sales@thenantwichnews.co.uk, call Editor **Pete Leydon** on 07906 492664, or follow and message us on Twitter **@nantwichnews**

NantwichNews

Current advertising rates as of July 1, 2015

470x70 masthead banner = £75 per month; £190 for 3 months; £300 for 6 months; £500 for 12 months

470x70 homepage banners = £65 per month; £170 for 3 months; £270 for 6 months; £420 for 12 months

250x250 homepage side banner = £55 per month; £140 for 3 months; £225 for 6 months; £350 for 12 months

125x250 homepage tower banner = £40 per month; £100 for 3 months; £170 for 6 months; £280 for 12 months

250x125 homepage landscape banner = £40 per month; £100 for 3 months; £170 for 6 months; £280 for 12 months

125x125 homepage square banner = £30 per month; £75 for 3 months; £130 for 6 months; £200 for 12 months

470 x 70 category sponsor banners = £40 per month; £100 for 3 months; £170 for 6 months; £280 for 12 months

500 x 100 story page top banner = £60 calendar month; £150 for 3 months; £260 for 6 months; £400 12 months

500 x 100 story page bottom banner = £50 calendar month; £130 for 3 months; £220 for 6 months; £350 12 months

125x250 tower left sidebar homepage = £25 calendar month; £60 for 3 months; £110 6 months; £175 12 months

Our Sponsor page listing = £20 for 12 months

NOTES:

1. *Prices on condition that all copy/imagery is supplied in correct format, size and dimensions by advertiser.*
2. *There will be an additional charge (£10 minimum) for any significant design or alteration works carried out by NantwichNews which are agreed in advance with the advertiser.*
3. *During the agreed advertising period, advertisers may request to change or amend their advert.*
4. *Changes will take effect within 48 hours of an amendment request, providing new copy/imagery is supplied in good time.*
5. *Adverts will go "live" on NantwichNews as soon as the invoice is paid, or by prior agreement with individual advertisers.*
6. *Invoices will be sent by email , and can be settled by BACs or cheque.*
7. *All details will be enclosed on your invoice.*
8. *Advertising revenue is used to fund site development, hosting, domain costs and other expenses.*
9. *For a full breakdown, please refer to our Terms and Conditions of Supply on the site.*