

South Norwich News

ADVERTISING RATES & INFORMATION

V.1 05.2011

Put your business on display

We provide online news, analysis and features for people who live and work in south Norwich. Our news patch includes the Golden Triangle, Eaton, Cringleford, the University of East Anglia and Norwich Research Park.

Every day we bring high-quality news content to a very targeted readership, who could be a valuable audience for your message.

We're a trusted source of local news, run by a former BBC journalist. Our coverage is fair, accurate and independent. It's full of original stories from the patch. Updates are spread to our 1000-strong Twitter and Facebook followers.



City Centre



UEA



Golden Triangle



Eaton



Cringleford

What is hyperlocal news?

Relatively new in the UK, hyperlocal journalism has become a significant sector in US publishing. It is one of the trends fuelling huge growth in local online advertising spend in the US. Borrell Associates, Inc predict 18% growth in local online advertising up to \$16.1Bn in 2011, making local advertising the biggest driver for growth in online advertising.

Hyperlocal is important because it creates relevant, valuable content for a highly targeted geographic audience. It avoids the problems of city-wide or regional journalism where much of the content simply isn't interesting to the reader. It also creates more value for advertisers than local directories or advertising portals where the content focus is entirely commercial.

Visit: www.southnorwichnews.co.uk / Call: 07765 244 466 / Email: advertise@southnorwichnews.co.uk

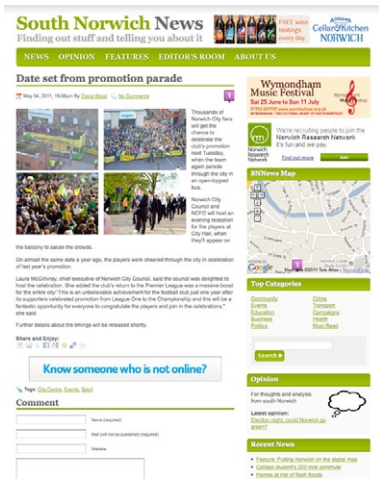
Reach thousands in south Norwich

Thousands of people visit our site each month. Our readers are a high concentration of the wealthiest and most economically active people in the region.

A high proportion of family-stage professionals live in the affluent Golden Triangle, Eaton and Cringleford areas of Norwich. They include scientists at Norwich Research Park, doctors at the Norfolk and Norwich University hospital and owners/managers of the region's private businesses.

Reader data
5,537 Unique visitors per month*
18,000 Page views per month
£50K South Norwich includes wards with the highest percentage of households with income over £50K in the county.**
 * May 2011 **Source: Norfolk Insight: www.norfolkinsight.org.uk

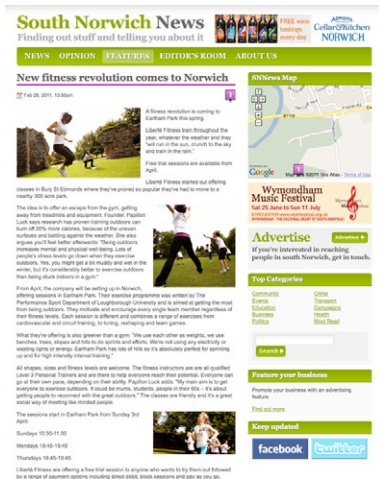
NEWS



OPINION



FEATURES



Who is advertising?

Big name advertisers are already starting to realise that SNN can bring a targeted, affluent audience at a very cost effective rate.

Adnams, for example, signed up for a high profile banner ad to publicise their new Chapelfield store. Event and festival organisers are opting to advertise with us too, realising the benefits of being able to reach our readers through promotions and competitions.

In our Features section we can write advertorials about local businesses who are doing something new or distinct in the area, from shops and restaurants to bakers and bars.

"I got a response rate of nearly 1% which was double what I was hoping for. South Norwich News allowed me to build my business quickly and cost effectively."

**Dan Sorvik
 Norwich Research Network**

"In the whole process of running our business, no-one has managed to capture what it is we're trying to do as accurately as South Norwich News has and that includes copy I've written myself."

**Kent Laws
 Farm, Park and Wild**

Advertising rates and specifications

Rates

NEWS POST

Displayed on article pages.

Static: **£40 a month**

Rotating: **£50 a month**

HOME PAGE

Displayed on Homepage and throughout the site.

Static: **£60 a month**

Rotating: **£70 a month**

MASTHEAD

Top right hand corner of Homepage and throughout the site **POA.**

Call : **07765 244 466**

Specifications

Static adverts should be saved as a jpeg.

Rotating adverts should be saved as a gif file with a maximum of three rotations up to 9 seconds in total.

NEWS POST 468p wide x 60p high (72dpi)

HOME PAGE 300p wide x 100p high (72dpi)

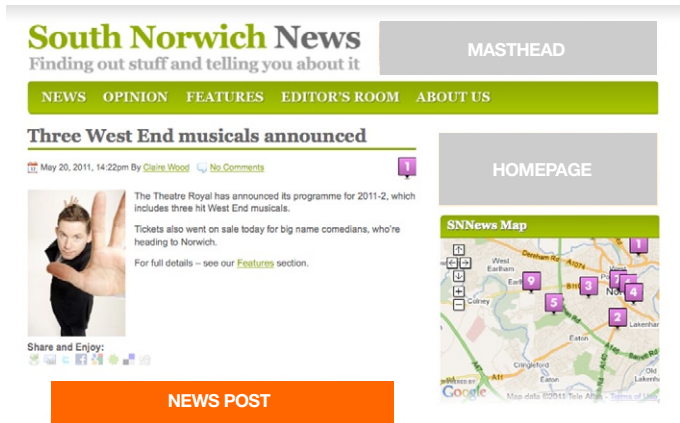
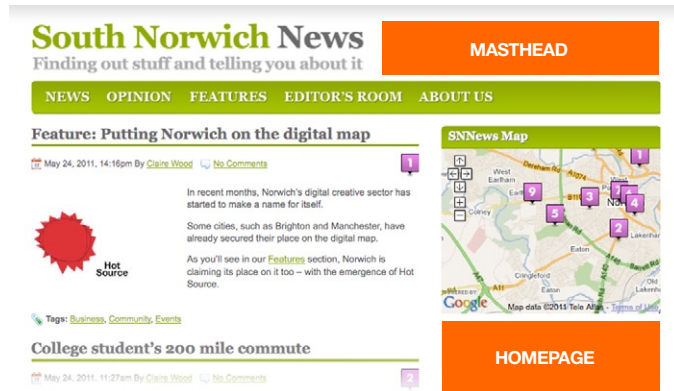
MASTHEAD 380p wide x 70p high (72dpi)

Files should be emailed to:

advertise@southnorwichnews.co.uk

We can build your banner for you for a small additional fee.

Discounts are available if you sign up for over 3 months.



Advertorial Features

We can write an advertorial about your business. Take a look at our Features section to get an idea of what we can offer. We're happy to meet with you to discuss the angle of the 350 word article. Features remain permanently on the site, giving long-term search benefits to your brand, and are written by an experienced journalist. Price per article, £70.

We can also run video ads in our Features section, POA.

All articles and subsequent promotions you might run will be mentioned to our followers on Twitter and Facebook.

