

*London Belongs to Me Network*



## RATECARD 2018

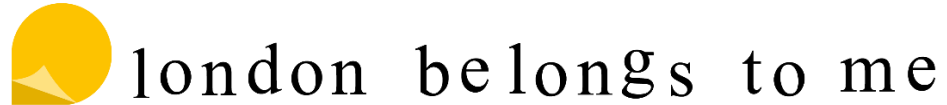
Digital / Native / Print / Network

Placement	Size	1 wk	4 wks	12 wks	16+wks
<b>Premium Digital (tenancy bookings)</b>					
Billboard + 1 <sup>st</sup> mobile MPU solus	728px W x 250px H	£700	£1800	-	-
Billboard + mobile (x 2 on rotation)	728px W x 250px H	£500	£1100	-	-
Leaderboard solus	728px W x 90px H	£350	£800	-	-
Mobile first MPU solus	300px W x 250px H	£350	£800	-	-
Site takeover	1900px W x 1000px H (approx.)	£1200	£3000	-	-
<b>Standard Digital (tenancy bookings)</b>					
Leaderboard (x 2 on rotation)	728px W x 250px H	£200	£500	£1000	POA
Double MPU (sidebar)	300px W x 600px H	£200	£500	£1000	POA
MPU in-text	300px W x 250px H	£200	£500	£1000	POA
<b>Continues...</b>					

<i>Placement</i>	<i>Size</i>	<i>1 wk</i>	<i>4 wks</i>	<i>12 wks</i>	<i>16+wks</i>
<b>Network Wide (8 London websites)</b>					
Billboard (x 3 on rotation)	728px W x 250px H	£700	£1800	£3600	POA
Leaderboard (x 3 on rotation)	728px W x 90px H	£500	£1100	£2200	POA
MPU guaranteed placement	300px W x 250px H	£300	£800	£1600	£5000
Double MPU (x 2 on rotation)	300px W x 600px H	£300	£800	£1600	£5000
<i>Package</i>		<i>x 1</i>	<i>x 3</i>	<i>x 6</i>	<i>Note</i>
<b>Native Content</b>					
300-500 word post written by our journalist composed in our house style full copy approval up to 3 in-text links social media promotion can run as half page in print (+£500)	Please supply all images, logos, trackable links etc	£700	£1400	£2100	Multiple features can run on any site or combination of sites across the network
<b>Email Sponsorship</b>					
Monthly solus placement Email sent to 5k list daily (weekdays) Banner @ 600px x 300px Feature box with 150 words Up to 3 external links		£1200	-	-	-
<b>Continues...</b>					

Print + Digital packages					
Your choice of print ad placement Your choice of online units		@ 30% discount of combined cost			
<i>Placement</i>	<i>Size</i>	<i>x 1</i>	<i>x 3</i>	<i>x 6</i>	<i>x 12</i>
<b>Premium Print</b>					
Outside back cover (OBC)	265mm W x 370mm H	£2000	£1800	£1500	£1200
Double page spread (DPS)	530mm W x 370mm H	£2000	£1800	£1500	£1200
Inside front cover (IFC)	265mm W x 370mm H	£1500	£1350	£1200	£1000
First righthand page (FRH)	265mm W x 370mm H	£1500	£1350	£1200	£1000
Inside back cover (IBC)	265mm W x 370mm H	£1300	£1200	£1100	£950
Front Cover 1/6 strip (FCS)	265mm W x 60mm H	£600	£500	£400	£350
<b>Standard Print</b>					
Full page (FP)	265mm W x 370mm H	£1200	£1050	£800	£700
Half page (HP)	265mm W x 180mm H	£650	£550	£400	£375
Quarter page (QP)	130mm W x 180mm H	£450	£400	£350	£300
Community 1/6 box (CB)	130mm W x 120mm H	£100	reoccurring monthly via direct debit		

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## AD SPECIFICATION

<b>ONLINE</b>	<ul style="list-style-type: none"><li>• Files to be supplied in either JPEG, GIF or HTML5 format</li><li>• Trackable links to be supplied alongside artwork</li></ul>
<b>PRINT</b>	<ul style="list-style-type: none"><li>• Files to be supplied in either JPEG or PDF format</li><li>• 300dpi</li><li>• No crop marks or bleed required</li><li>• Use correct file syntax: <i>“advertiser name-KT00” (issue number)</i></li></ul>

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Prices valid until 31<sup>st</sup> December 2018