

# Hello

**This is an invitation to advertise on the  
Caversham web site**

**[caversham.org.uk](http://caversham.org.uk)**

## **BASIC FACTS**

**Advertising is a waste of money unless it reaches its target audience.**

**If you don't advertise, people won't discover you by accident.**

**The 'caversham.org.uk' web site is the main web site for the RG4 area.**

**We provide news, views and information about the local area, and are consistent supporters of local interests and local businesses.**

**If any or all of your potential customers come from the Caversham/RG4 area, then it makes sense to advertise with us.**

**In tough trading times like now, advertising becomes even more important.**

**In tough trading times like now, getting good value for money from your advertising budget is vital.**

**As well as being the main web site for the RG4 area, we also offer low-cost advertising opportunities.**

**In brief, advertising with us makes sense if your potential customers come from the Caversham/RG4 area, and it won't cost much money.**

## **MORE DETAILS: THE CAVERSHAM.ORG.UK WEB SITE**

**The caversham.org.uk web site started life in the mid-90s. It is a free web site, but it is professionally hosted, designed and maintained. It is normally updated at least twice a week. It is popular and gets good traffic. This can range from around 1,300 unique visits to the site over a quiet Christmas bank holiday to over 3,100 to the home page alone in a more typical week.**

**Most importantly to you, it gets *relevant* traffic.**

**If you look up 'Caversham' in Google, MSN, AOL Netfind and Yahoo, we are always at or near the top of the ranking. We're in Wikipedia, and we're in lots of people's bookmarks too.**

**We used to carry adverts way back when. We stopped doing so for a while because we didn't have the time to manage them. With the most recent site version, (October 2008), we reinstated them because some local businesses asked us to.**

**Right now, it seems to us more important than ever to support and promote local businesses.**

## MORE DETAILS: ADVERTISING COSTS

For most advertisers, our regular service works very well.

\* Your 'banner' advert is displayed on a randomly alternating basis on *all* pages of the web site, 24/7. (We accept industry-standard 468x60 banners; jpg or gif.)

\* You are entered onto our 'Business Supporters' page which your banner advert links to. Here, your banner is displayed again, along with a description of your business, your contact details, your web site address and your email address. Your description can be up to 500 characters.

There are no complicated pricing structures or extra charges to get your web site included with your entry, or anything tricky like that. That's not how we work. Our random display of *all* banners on *all* pages is the fairest system we could devise to ensure *all* our advertisers get fair exposure whatever page of the site is most popular at any given time. The entries on the 'Business Supporters' page are arranged alphabetically - again, to ensure fairness and to make it easy for visitors to browse.

Our charges are similarly clear: our regular advertising service costs just £15.00 per calendar month (£17.25 inc VAT), with a minimum advertising time of six months (£90.00 / £103.50).

Advertisers booking for 12 months receive one free month - 12 for the price of 11. (£165.00 / £189.75).

It's that simple. And you'll find it's quite a lot more generous than other local advertising rates.

## PROBLEM! YOU DON'T HAVE A BANNER ADVERT

No, this isn't a problem. You can use one of our free, off-the-peg templates.

## PROBLEM! YOU DON'T HAVE A WEB SITE.

Nope, this isn't a problem either. You don't need a web site to advertise with us. Your banner advert will link to our 'Business Supporters' page, where we provide visitors with your contact details and a description too. Links to your web site and your email address are optional.

If you would like more than that, we can create a 'mini web site' for you, as a part of the 'caversham.org.uk' site, or you can take the opportunity to develop a 'proper' web site. We can look after that out for you too. Just call us (9545 143) and we'll sort out what's best for you and your budget.



## WHAT NEXT?

### More Information:

If you would like to read more, there are further details about us and about advertising with us on the Caversham web site - [www.caversham.org.uk](http://www.caversham.org.uk).

Alternatively, if you have any questions feel free to telephone us on (0118) 9545 143. (Mon-Fri, 0930-1730). We'll always do our best to help.

### More Cost Details:

All advertising payments must be made in advance. Payment is handled on behalf of the Caversham web site by local web company Siserone Ltd. Payment can be made by credit/debit card, cheque or by monthly standing order.

### Making It Happen:

To get things going and get your business better known among the people of Caversham, simply visit the Caversham web site's 'Advertise With Us' page and follow the simple step-by-step instructions in the 'Advertise NOW' section:

[www.caversham.org.uk/advertise.html](http://www.caversham.org.uk/advertise.html)

We look forward to hearing from you soon.



The Caversham web site is maintained and edited by a team of local contributors. It is supported by local web company Siserone Ltd,

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