

## Web Advertising Opportunities on CroydoneTrader

The CroydoneTrader website is recognised as one of the most popular attractions on the internet for local Croydon residents looking to buy, sell or swap electronic gadgets and equipment. Formed in 2009, CroydoneTrader provides popular helpful articles and a simple classified listings mechanism to its audience in Croydon and Surrey, so it's no wonder that [www.croydonetrader.co.uk](http://www.croydonetrader.co.uk) regularly delivers 200,000 page impressions and attracts over 70,000 unique visitors per month!

To help promote your business on the CroydoneTrader website we have created a range of competitively priced advertising options. Read on for further details:

### Leaderboard Header – 970 (width) x 200 (height) pixels

Get seen instantly on the CroydoneTrader home page with our most popular position and be based prominently in front of the eyeballs of your potential consumers.

### Banner Header – 468 X 60 pixels

Get featured at the top of a Croydon district or product group or both! A great solution for local advertisers based within that particular district.

### Skyscraper – 120 X 600 pixels

A lovely long advertising solution for advertisers looking for a contemporary feel to their advertising message.

### Medium Rectangle – 300 X 250 pixels

The standard solution for advertisers who are on a budget and are looking for cost-effective simple solution.

### Technical Specifications:

<b>File Format:</b>	GIF or JPEG
<b>File Size:</b>	50Kb Maximum
<b>Referring URL:</b>	Please supply the relevant web address
<b>Alt Image text:</b>	Please supply up to 5 – 30 keywords
<b>More info:</b>	<a href="mailto:sales@croydonetrader.co.uk">sales@croydonetrader.co.uk</a> or call 0845 652 0545

## CroydonTrader Advertising Placements

Cost per Placement per Month	1 Month	3 Months	6 Months	9 Months	12 Months
Leaderboard Header (970 x 220 pixels)	£100	£90	£80	£70	£60
Skyscraper (120 x 600 pixels)	£80	£70	£65	£55	£50
Banner (468 X 60 pixels)	£70	£60	£55	£50	£45
Medium Rectangle (300 X 250 pixels)	£40	£35	£30	£25	£20

## CroydonTrader Multiple Advertising Discount

Number of Adverts	Discounts
2 – 5 Adverts	10%
6+ Adverts	20%

## CroydonTrader Email Newsletter

CroydonTrader distributes its newsletter to over 5000 subscribers. Based on survey results 90% live in Croydon and the surrounding South London boroughs of Lambeth, Bromley and Merton. 10% reside in Surrey. The newsletter is sent out on the last Friday of the month. To advertise in the new letter please check the following rates:

Email Newsletter	Price
1 Advert (Banner)	£25
2 – 3 Adverts (Banner)	£20 per banner

## CroydonTrader Local Business Discount

To support local trade in the Croydon we offer a 5% discount off your total advertising budget if your business is based in Croydon.

For further information on advertising opportunities please call:

**0845 652 0545**

or email

**sales@croydonetrader.co.uk**