



# BRITISH NEWSPAPERS ONLINE

## Rate Card

Please note that **WE HANDLE ADVERTISING ONLY FOR OUR OWN WEBSITE**: <http://www.britishpapers.co.uk/>  
If you wish to advertise in a newspaper, you'll need to contact that newspaper's own advertising team.

### Advertising on British Newspapers Online – the facts

- Over **80,000 unique visitors** every month
- Over **10,000 page views** every day
- **Over 1,500 pages** covering the full range of **national, regional** and **local** newspapers – right across the UK
- **Flexibility** to address a UK-wide audience or a highly localised one

### Advertising options

#### a) “Upfront” ad

How to really get yourself noticed – make your ad the first thing the reader sees!  
Great for local businesses as well as for those seeking to reach a nationwide audience at a bargain price.

**Format:** Box 336px wide, 280px high

**Location:** Top right hand corner of the main body text (in place of the Google adverts just below the page title)

**Content:** Text and/or image

**Links:** One website link and one email link allowed

**Price (per page, per 30 days):**

- **Local titles:** £25
- **Regional titles:** £40

Prices for **national titles, multiple page rates** and/or **long-term rates** available on request – just let us know what you're interested in!

#### b) “Classified” ad

Ideal for the individual looking for short-term exposure on a local scale!

**Format:** Box 250px wide, 100px high – space for a header and five lines of text  
(approx 30 words, or 25 words plus a link)

**Location:** Bottom right hand corner of the main body text (to the right of the newspaper contact details)

**Content:** Text-only or image-only

**Links:** One link only (website or email)

**Price (per page, per 30 days):**

- **Local titles:** £10
- **Regional titles:** £20
- Prices for **national titles, multiple page rates** and/or **long-term rates** available on request

#### c) “Custom” ad

If you have a proposal for more extensive advertising, just let us know – we'll be happy to discuss how we can meet your requirement.

**Contact us: [advertising@britishpapers.co.uk](mailto:advertising@britishpapers.co.uk)**