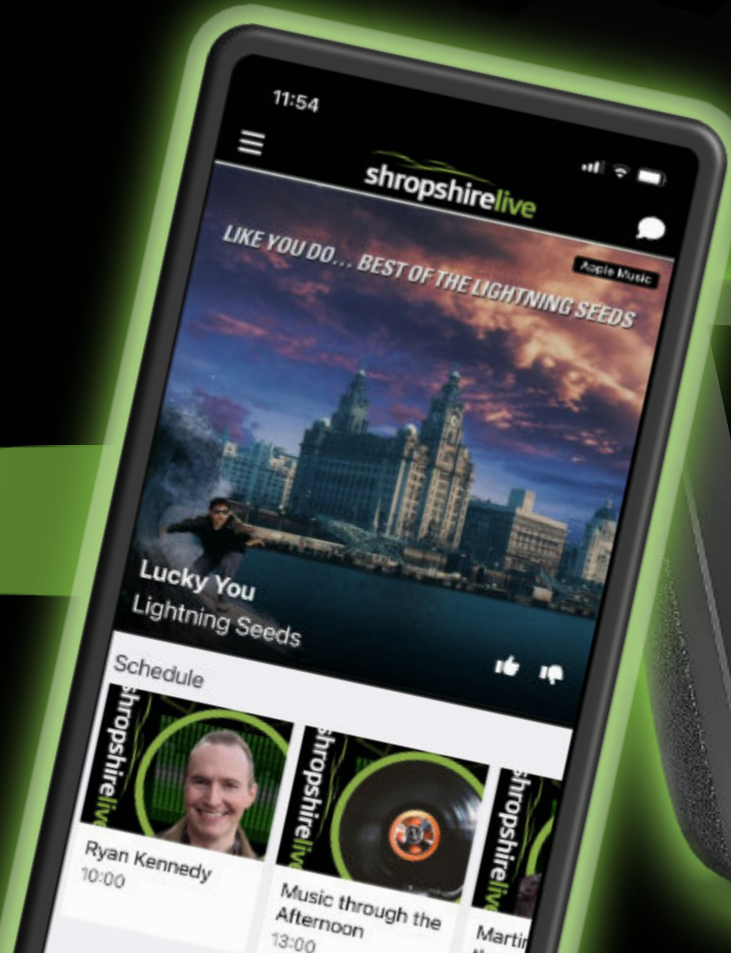


# shropshirelive

## ADVERTISING PACK

# 2024



# Shropshire news and entertainment



Shropshire Live delivers true local content to the community of Shropshire, covering news, business, features and entertainment.

More people than ever are consuming their media in a digital format and this year marks our 15th year of providing Shropshire with engaging content to our tens of thousands of readers every month.

Shropshire Live targets a 25+ audience with a fresh approach to local news and entertainment to a loyal and engaged audience at shropshirelive.com and via our popular social media channels.

We don't believe in print, everything we do is online, keeping everything up to date.

Whether readers are on a desktop, laptop, tablet or mobile, Shropshire Live is right at their fingertips.

Shropshire Live is an independent media business owned and run within the county.

We publish great content that people want to read, watch and listen to - delivering the local news that matters to our audience.

Shropshire Live has now expanded the brand into a radio format, delivering local news, music and entertainment every day.

Shropshire Live is proud to be part of the team that produces Shropshire Business Live TV.

**Your business can utilise our audience by advertising with us using our display space on the site and our radio.**



*Shropshire Live is regulated by IMPRESS: The Independent Monitor for the Press CIC.*

**shropshirelive**



**@shropshirelive**

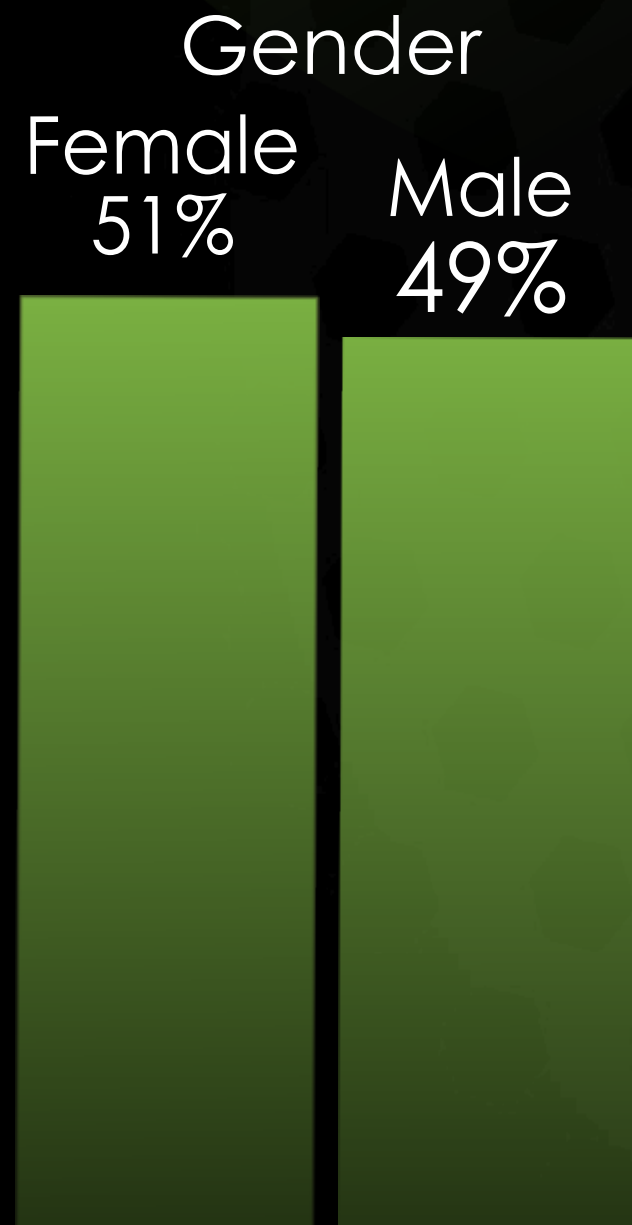
**#shropshirelive**



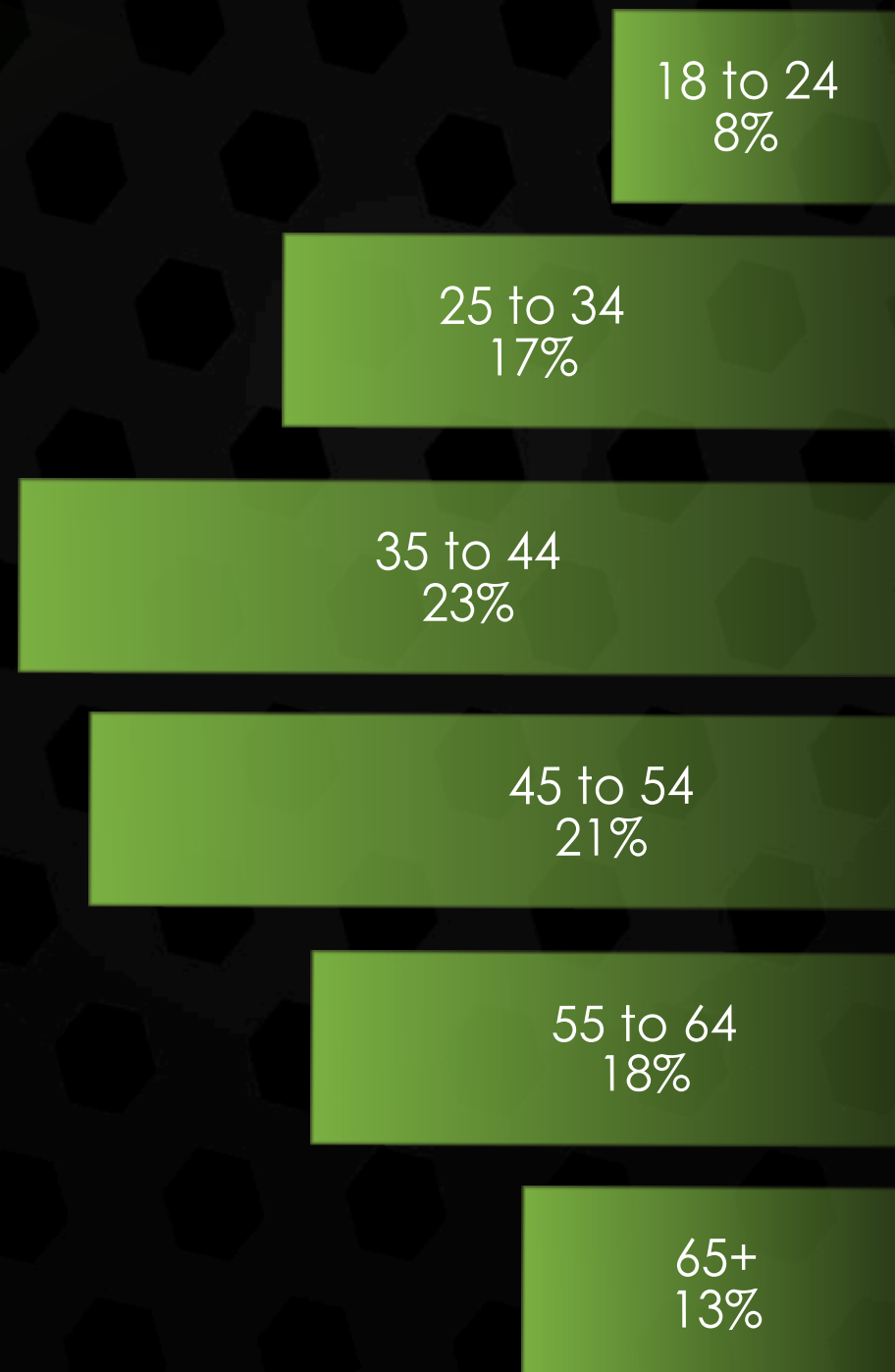
# Stats and facts



Local online news is growing dramatically and our audience continues to grow.



## Age Range



## Monthly Figures

Users  
**81,000**

Sessions  
**112,000**

Page Views  
**142,000**

Social Media  
**72,000+**

*Data from Google Analytics*

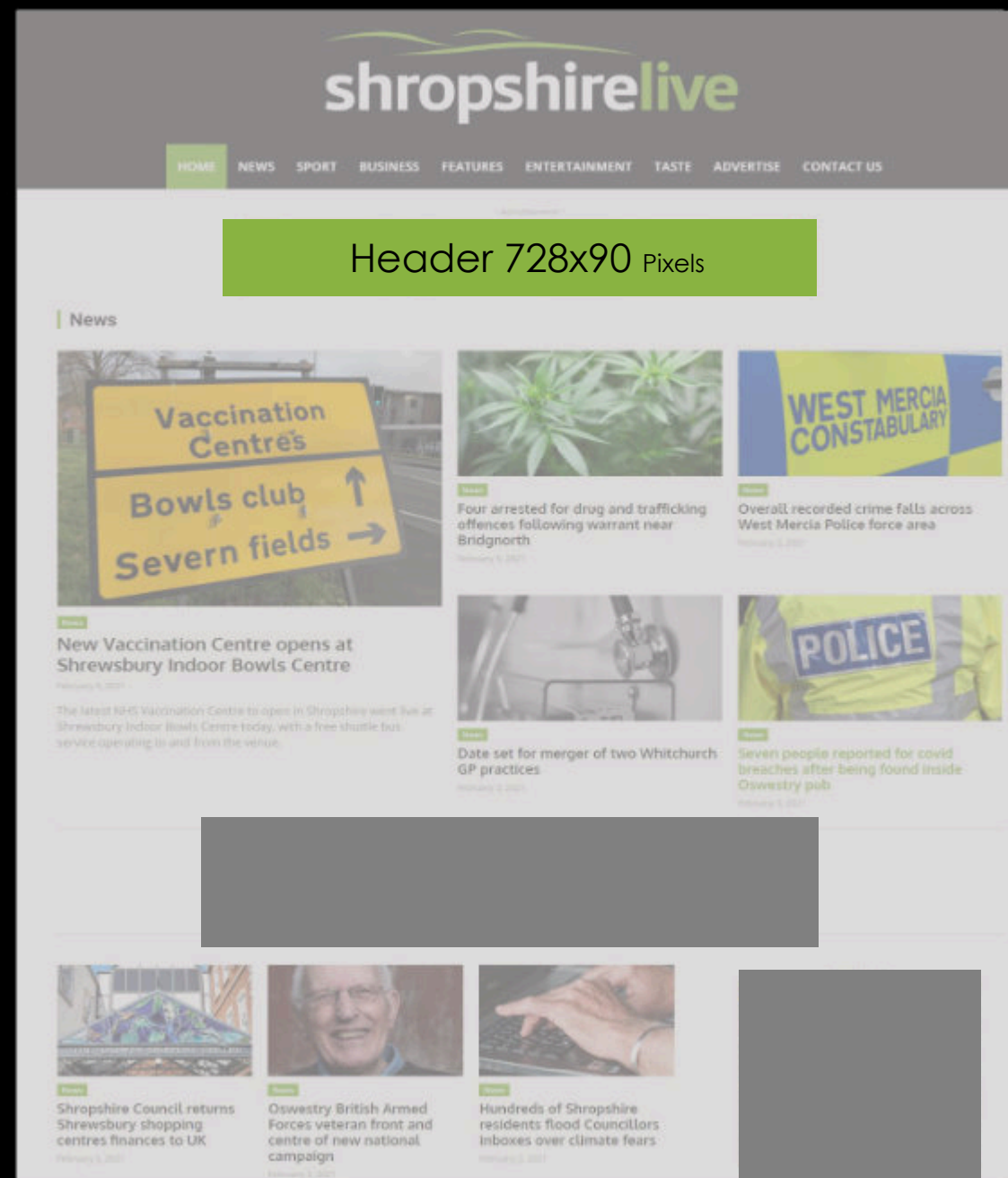
# Header Display Advertising



Straight forward display advertising with affordable prices to meet your budget.

Pick your space and duration.

Desktop &  
Tablet View



## Header Display

Get on top of other businesses with a Header Display advert.

Your advertising campaign will greet readers at the top of every page in this unmissable space. Displaying at the top of desktops, tablets and mobiles.

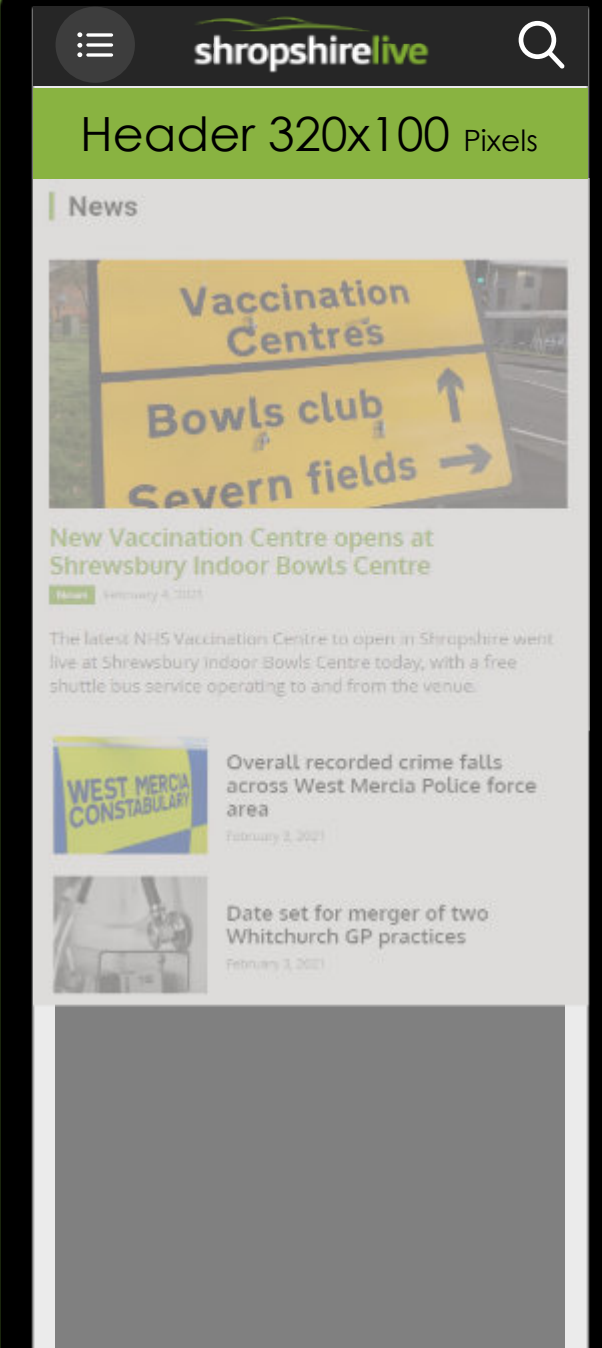
The advert can be clicked or touched, so interested readers can easily find out more and continue the sales process.

Header  
**£85 per week**

The space is available for a minimum booking of two weeks and shared with other advertisers.

*Advertisers should also supply double the pixel size for high density screens*

Mobile  
View



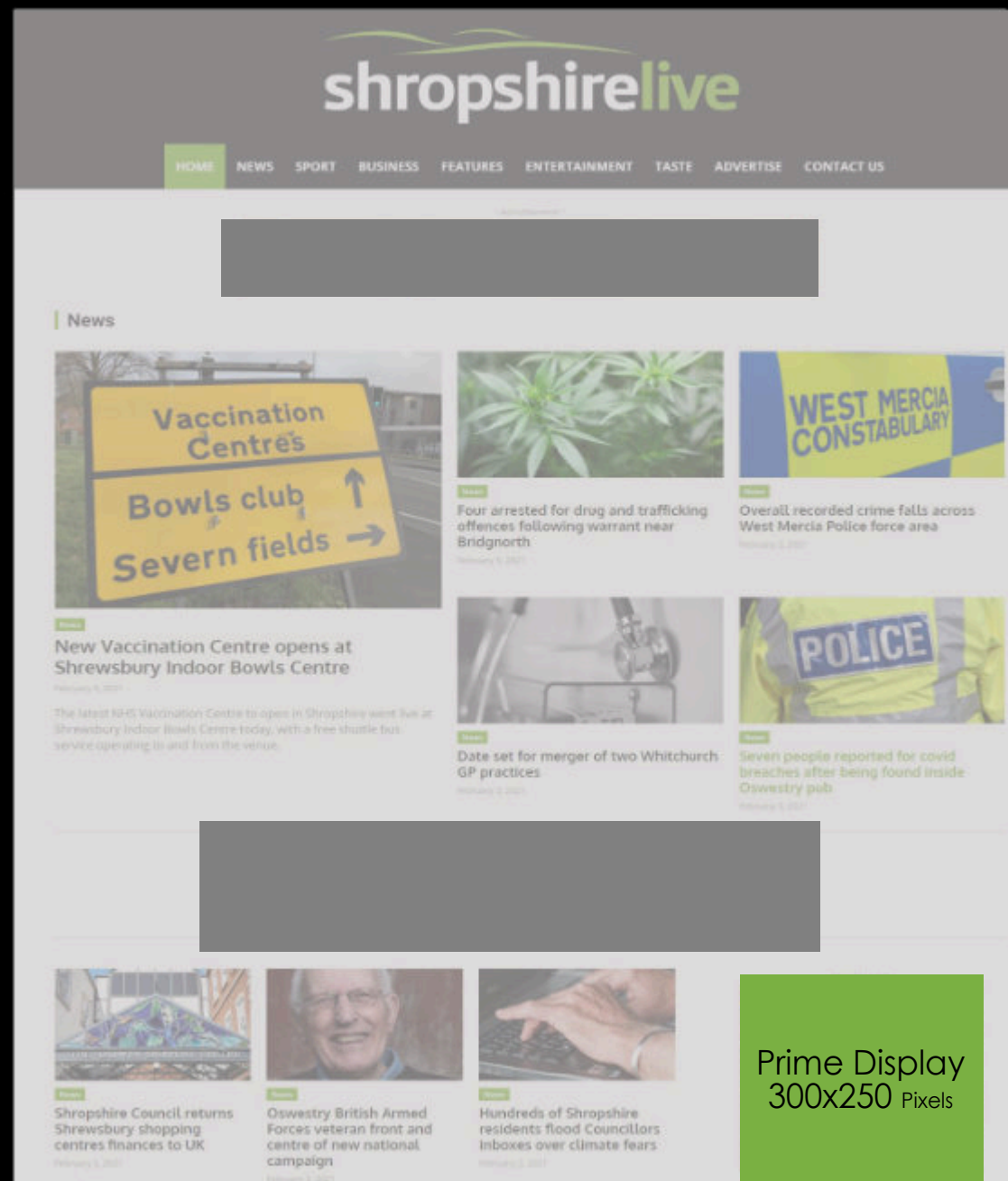
# Prime Display Advertising



Straight forward display advertising with affordable prices to meet your budget.

Pick your space and duration.

Desktop &  
Tablet View



## Prime Display

This space is big impact and gets thousands of impressions.

Adverts are mixed into the content on desktops, mobiles and tablets.

The space is yours to advertise as you wish, so you can promote different products or services for one low cost fee.

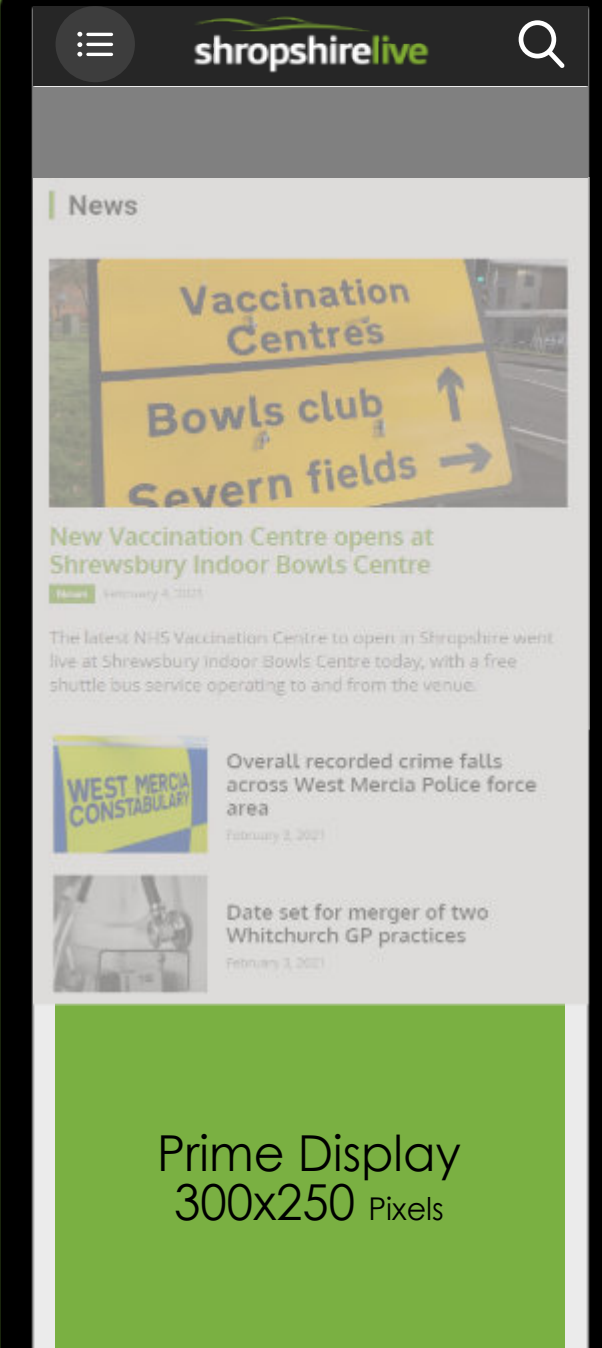
Interested users are sent direct to your website once clicked or tapped.

## Prime Display £60 per week

The space is available for a minimum booking two weeks and shared with other advertisers.

*Advertisers should also supply double the pixel size for high density screens*

Mobile  
View





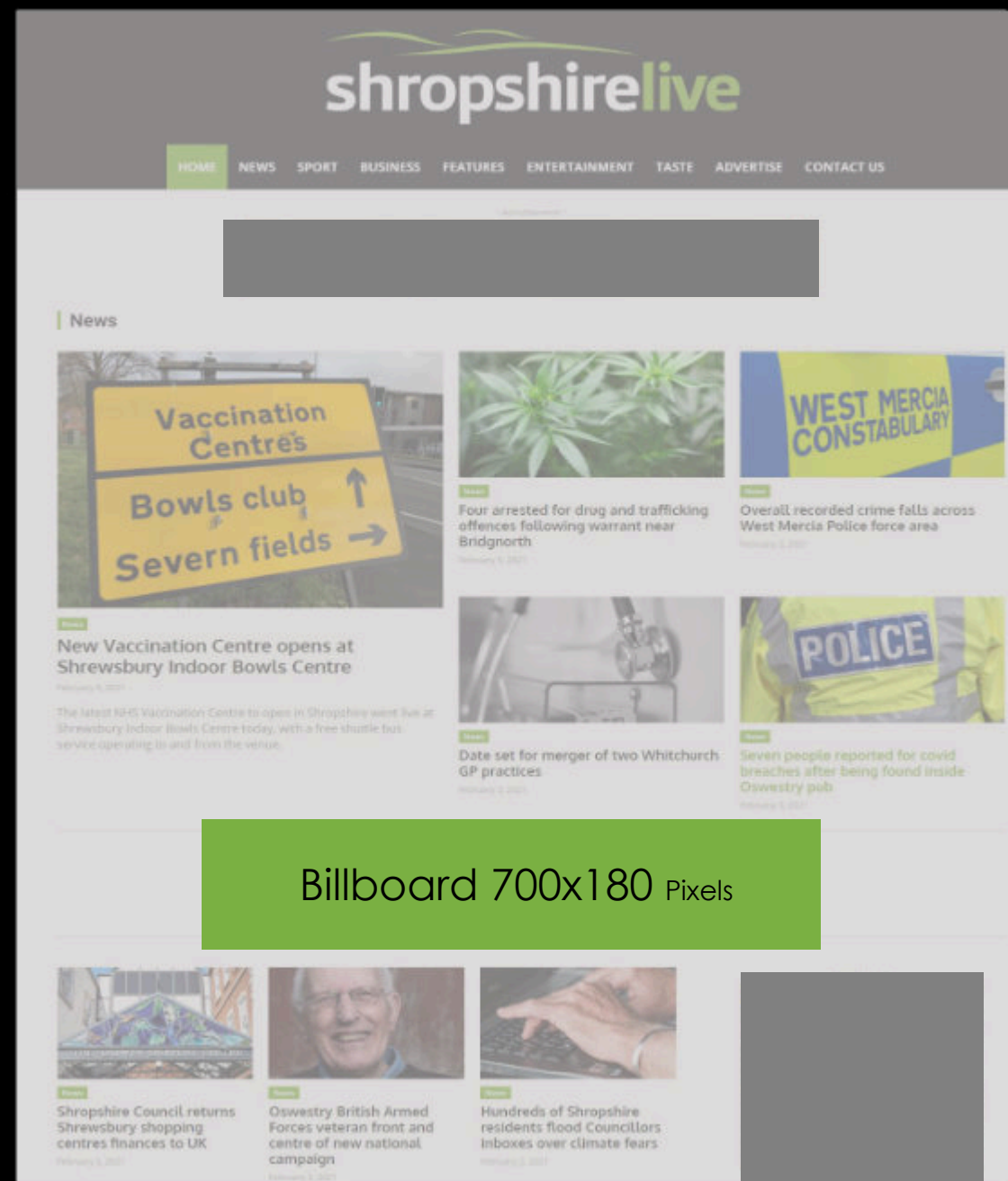
# Billboard Display Advertising



Straight forward display advertising with affordable prices to meet your budget.

Pick your space and duration.

Desktop &  
Tablet View



## Billboard

It's big and bold and gets your message seen.

Users can't miss the billboard advertising space, it is displayed across the site and at the bottom of every article.

It can help your campaign achieve maximum results for those advertisers who want their advertising message to stand out.

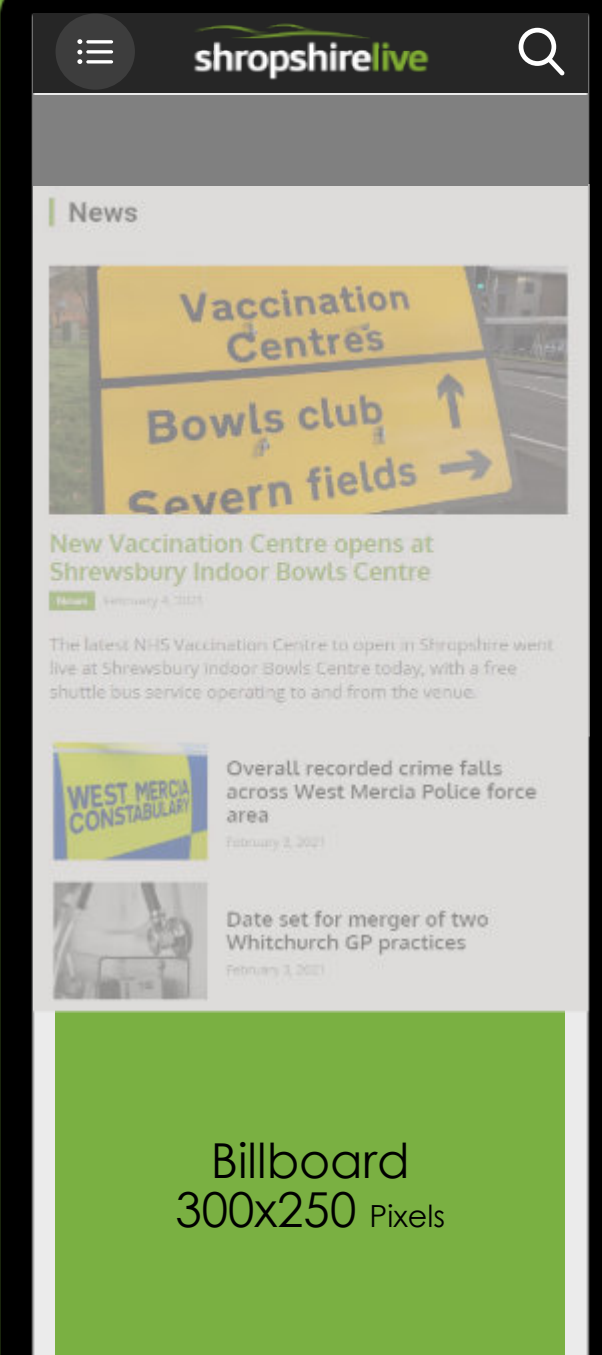
Plus we guarantee 100,000 impressions over the month or we will extend your campaign for free.

**Billboard**  
**£70 per week**

The space is available for a minimum booking of one month and shared with other advertisers.

*Advertisers should also supply double the pixel size for high density screens*

Mobile  
View



# Featured Article



A featured article about your business will let our audience read and share your news.



## Featured Article

A featured article about your business will let our audience read and share your news.

Backing up your display advert with a featured article reaffirms your message.

We feature your article across the site for four weeks and share it via our social media once published, we also add a web link to your business within the article.

Featured articles can only be purchased alongside at least two weeks display advertising. Articles are marked Advertisement Feature and links follow Google's good practice guidelines.

### Prices

Your professionally written copy supplied with quality images - £75

Copy written by Shropshire Live copywriter images supplied - £175

Social Media boost - Ask us about boosting your post.



# SBLTV



Shropshire Business Live TV is a monthly business magazine-style show featuring a mixture of news, panel-style debate, expert advice and analysis which is live-streamed across a series of platforms.

It is editorially supported and driven by the teams behind Shropshire Business and Shropshire Live and is produced and delivered by Yarrington.

The first programme was broadcast in October 2020 and continues to inform the business community in 2024.

The programme is fast becoming established as the knowledgeable, impartial, free to access Shropshire business voice.



For more information visit: [SBLTV.co.uk](https://www.sbltv.co.uk)

**shropshire**live

**SHROPSHIRE**  
**BUSINESS**

 **Yarrington**



# Listen



## shropshirelive onair

Shropshire Live on air gives a whole new dimension to the way that people consume and interact with Shropshire Live.

Adding an audio version to our online content with Shropshire Live radio.

Shropshire can listen to Shropshire Live 24 hours a day.

Everything you love about Shropshire Live but in radio format available online, on our free app and smart speaker.

Playing a mix of feel good music and local presenters, broadcasting 24 hours a day 7 days a week.

We currently have radio advertising spots available for local businesses to advertise.



**Contact us for our  
on air media pack**

# Client Feedback



Shropshire Live serves local and national advertisers. Here is what some of our clients have said:



"It's been a genuine pleasure working with Shropshire Live with advertising our offers over the recent year. From initial contact to end delivery, the process was made effortless."

We've had thorough feedback on our adverts and look forward to continuing working together."

**Priya Tailor**  
**Arriva Midlands**



"We have used digital advertising services from Shropshire Live on a number of occasions and have always been more than satisfied with their attention to detail and commitment to delivering results."

We would recommend their products and expertise to anybody looking to promote their business in the Shropshire area."

**Bridey Davies**  
**Shropshire Homes**



"The Darwin, Shrewsbury has used Shropshire Live over the years to help promote the centre and events."

Using their display advertising and featured articles we have been able to reach the local population with ease and continue to build our brand."

**Sam Moore**  
**The Darwin, Shrewsbury**



"We've worked with Shropshire Live on a number of occasions using display ads to promote brand awareness via their website. The service we received in setting up our ads was brilliant - Fiona was friendly, helpful, super informative and not at all pushy!"

Would definitely recommend to any local businesses trying to gain more brand exposure."

**Rhian Pita**  
**Ableworld UK**



"We are delighted to support and work with Shropshire Live sharing news throughout the county and promoting home life safety, and safer communities"

**Alex Garmston**  
**Aico**



# Client Feedback



Shropshire Live serves local and national advertisers. Here is what some of our clients have said:



"We love working with the team at Shropshire Live - you're always guaranteed a friendly and efficient service."

Their packages are cost effective and results driven."

**Claire Pocock**  
Shropshire Festivals



"It is important to us to be part of the local community and Shropshire Live fits in with that narrative perfectly."

We have been advertising with Shropshire Live for many years now, becoming one of most cost effective advertising solutions we use. "

**Amanda Jones**  
Lanyon Bowdler Solicitors



"Everybody in Shropshire must learn about Climate Change and take action."

Shropshire Live has provided Save Our Shropshire with a brilliant on-line cost-effective way to reach our audience with press releases, dynamic advertising and targeted editorial content."

**Richard Watkins**  
Save Our Shropshire CIO



"Shropshire Live offer a personalised service, I have been working with Fiona for over two years and nothing is ever too much to ask."

Fiona and the team are proactive and responsive.

I always get campaign data reports and the results are always very positive.

I would recommend Shropshire Live's digital service, it's a good return on investment."

**Andy Dowdall**  
Telford College

# Why advertise online with us?



Advertising with Shropshire Live lets you reach new loyal customers!

- Great way to reach a mass local population
- Builds your brand in an engaging environment
- Update or change campaigns easily
- Gets your message onto tablets, mobiles and desktops
- Straightforward price plans
- Competitive advertising rates
- Shropshire based team with personal campaign help and planning

**Contact Fiona Today:**  
**01743 816 817**

**fiona.watkins@shropshirelive.com**

**shropshirelive**

