

shropshirelive

ADVERTISING PACK



Shropshire news and entertainment - with over 100,000 online readers a month

This is our twelfth year of providing Shropshire with engaging content to our tens of thousands of readers every month.

Covering a wide range of topics and subjects, that we believe are of interest to local people, Shropshire Live readers keep coming back for more and most importantly they share our content with others.

We cover news, sport, business, features, entertainment and taste articles, with content constantly updated.

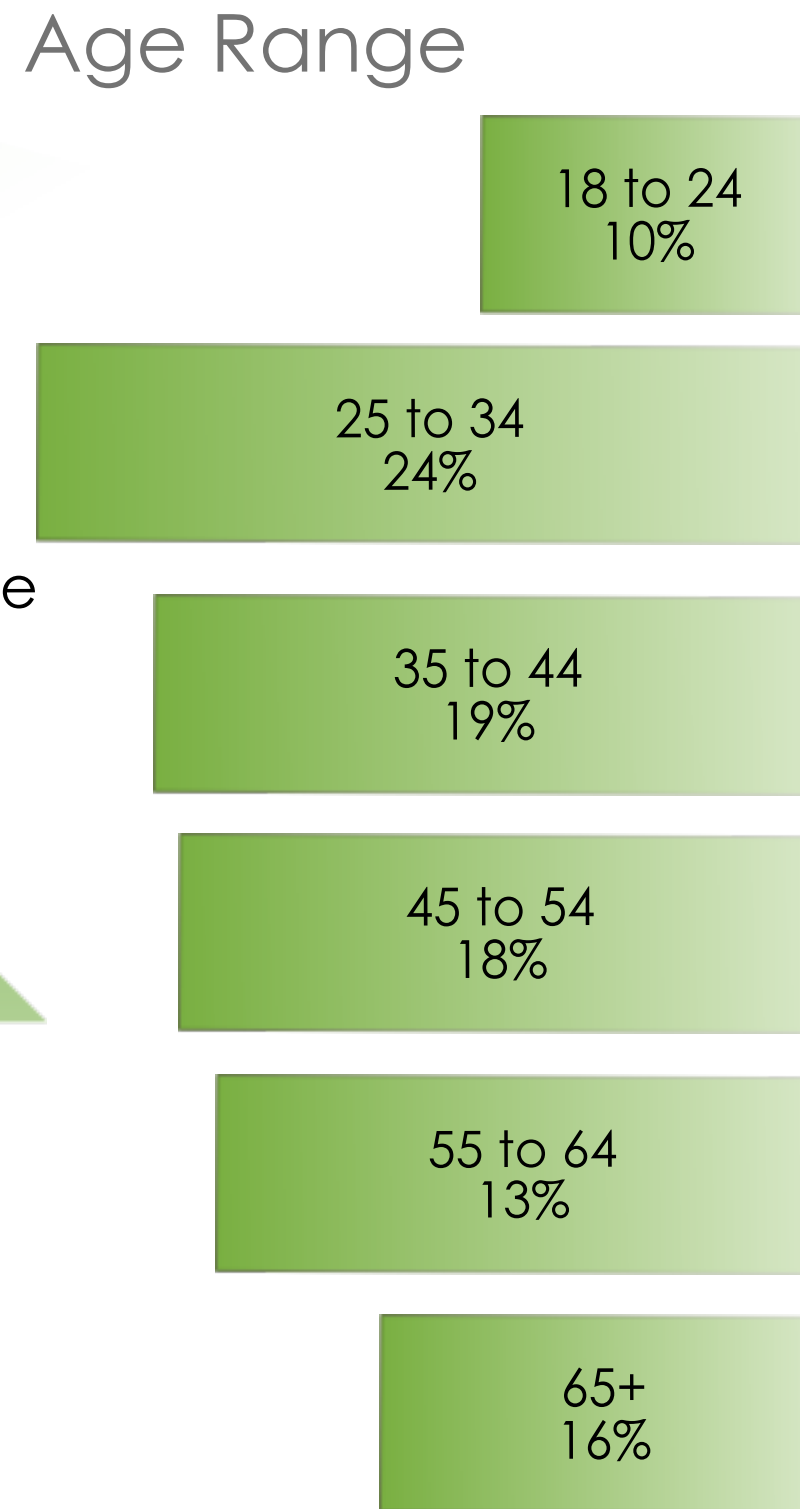
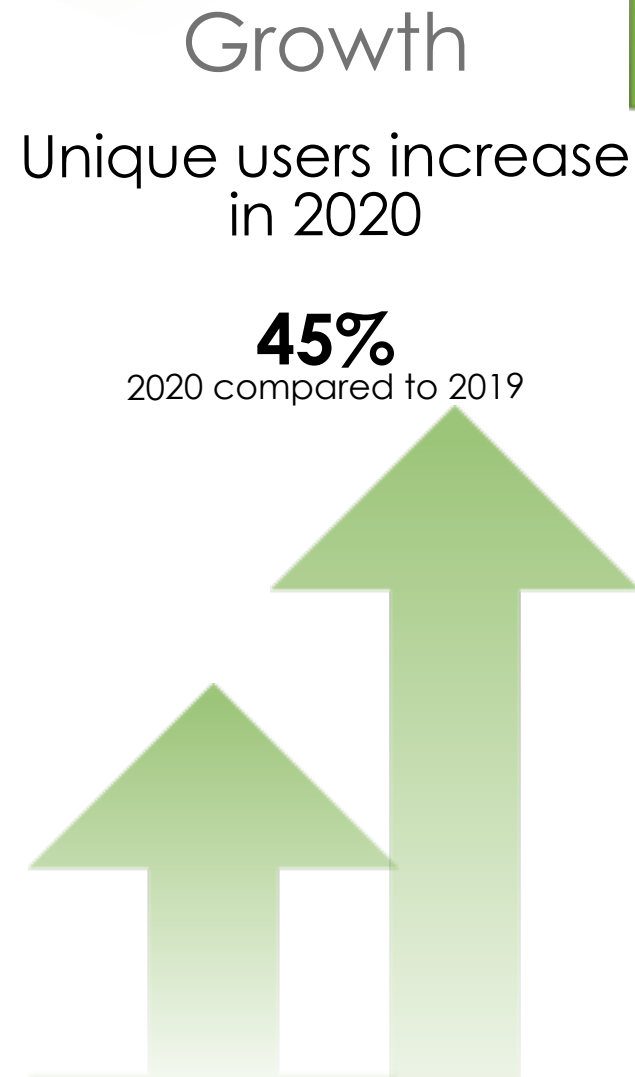
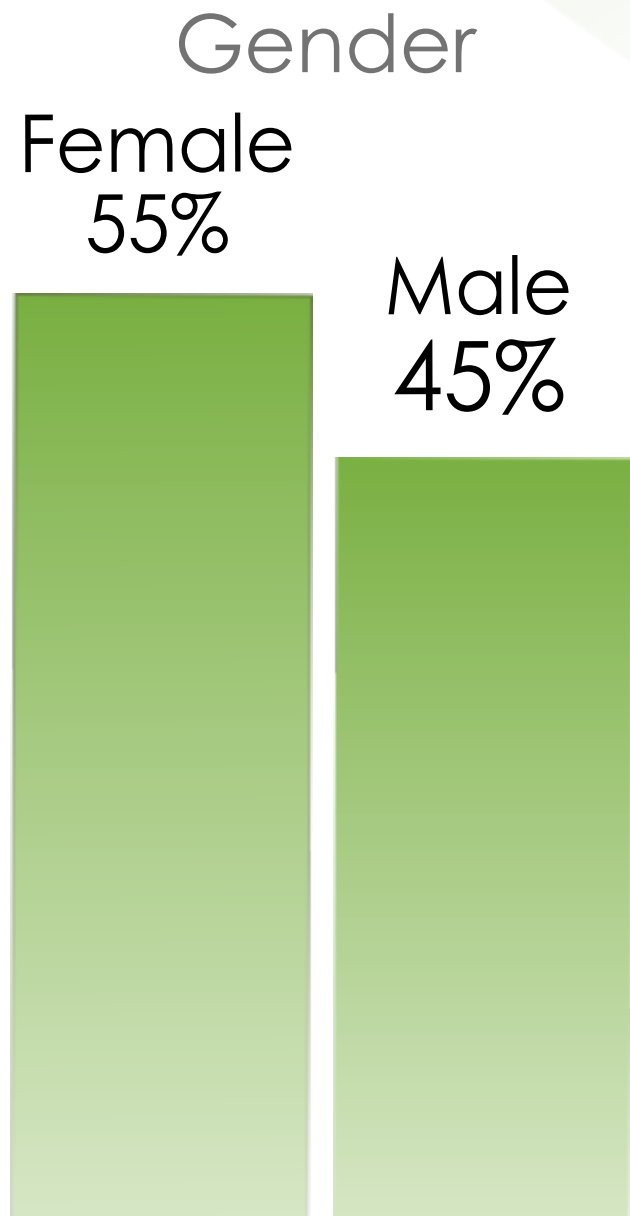
Shropshire Live is an independent media business owned and run within the county.



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

Stats and facts

Local online news is growing dramatically and our audience increased by 45% in 2020, with now well over 1 million unique users a year.



Monthly Figures

Unique Users
100,855

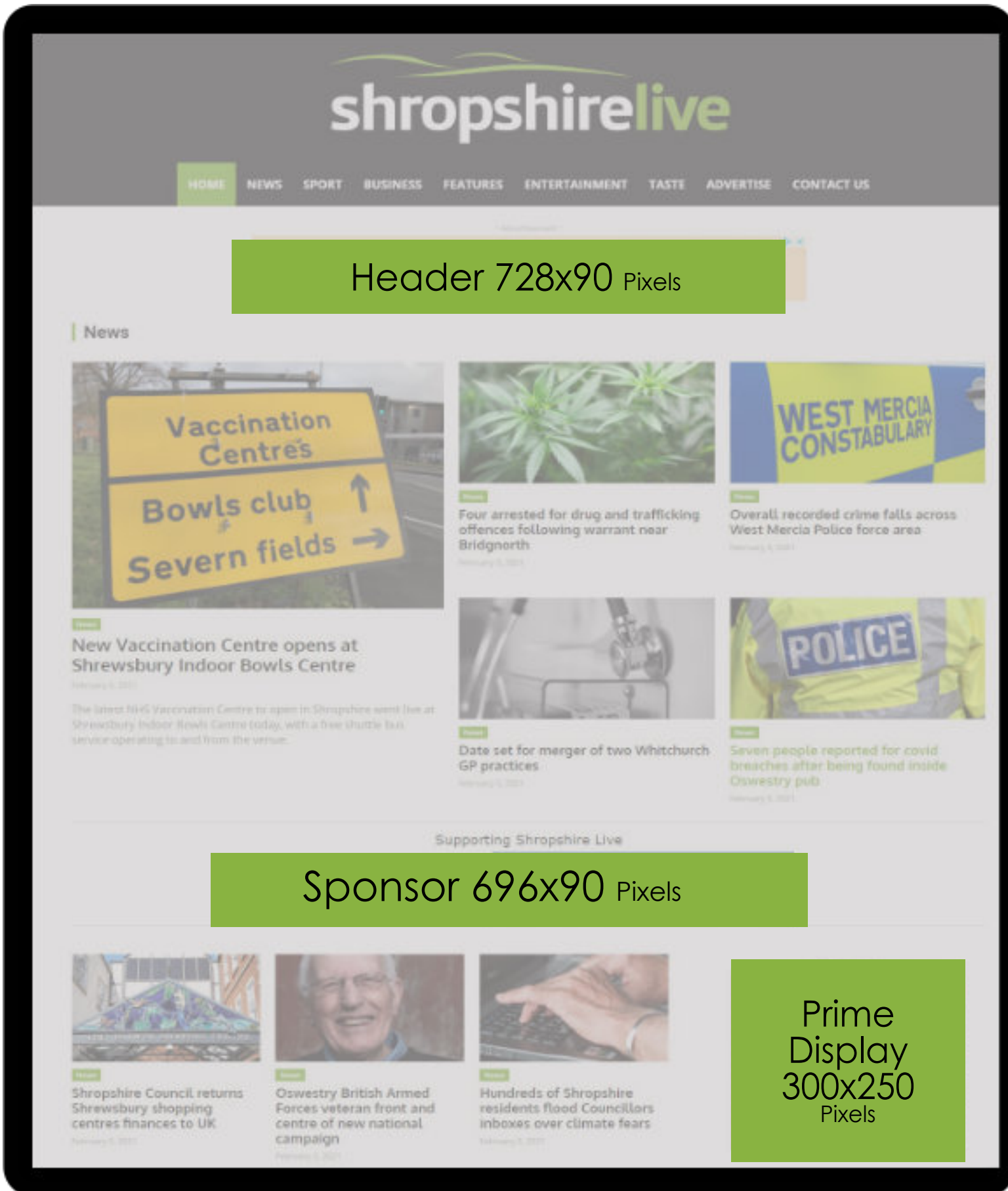
Page Views
176,400

Social Media
53,000+

Data from Google Analytics.
Monthly figure from 1/12/20 - 31/12/20.
Yearly visitor profile from 1/1/20 - 31/12/20.

Get your message to our audience

Desktop View



At Shropshire Live we offer Display Advertising.

You choose a header, prime or sponsor display.

Create your sales message and book how long you would like to advertise.

Header
£75 per week

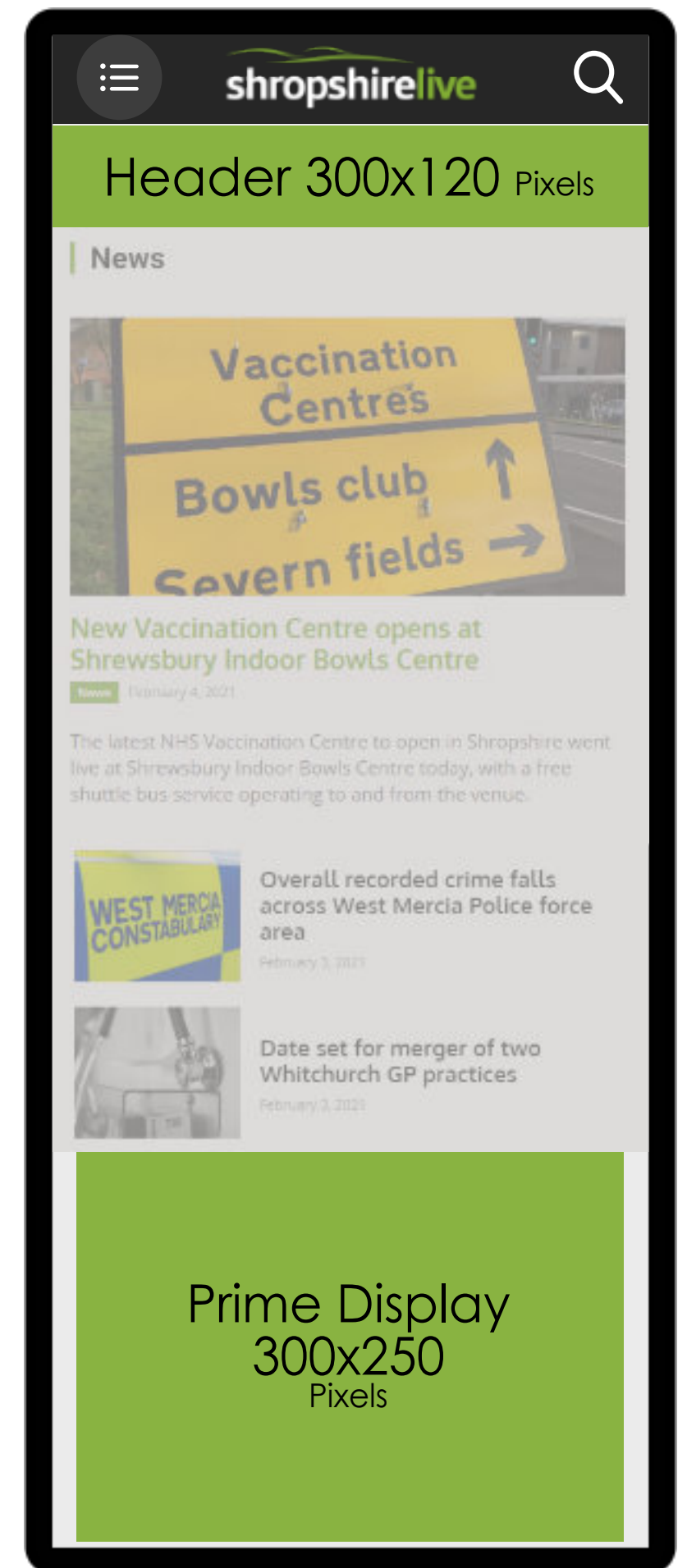
Prime Display
£50 per week

Sponsor
£225 per month

Special page offers also available

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

Mobile View



Display Advertising and Sponsorship

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 from your website.

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 touched.

Sponsorship

Sponsorship lets you connect your brand with a section of our website e.g. news, business news, entertainment, taste.

This space will be exclusive to you with no other advertisers in rotation – your message will be displayed on every post in that section – a great way to continue building your brand awareness.

We work with you so that you can achieve maximum results from your campaign and sponsors can benefit from bonus Prime Display filler spots too.

Campaigns are booked in three month blocks and subject to availability.

Advertising reports are available on all display advertising.

Add a Featured Article to your Display Advertising

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 4 weeks and share it via our social media once published, we also add a web-link to your business within the article.

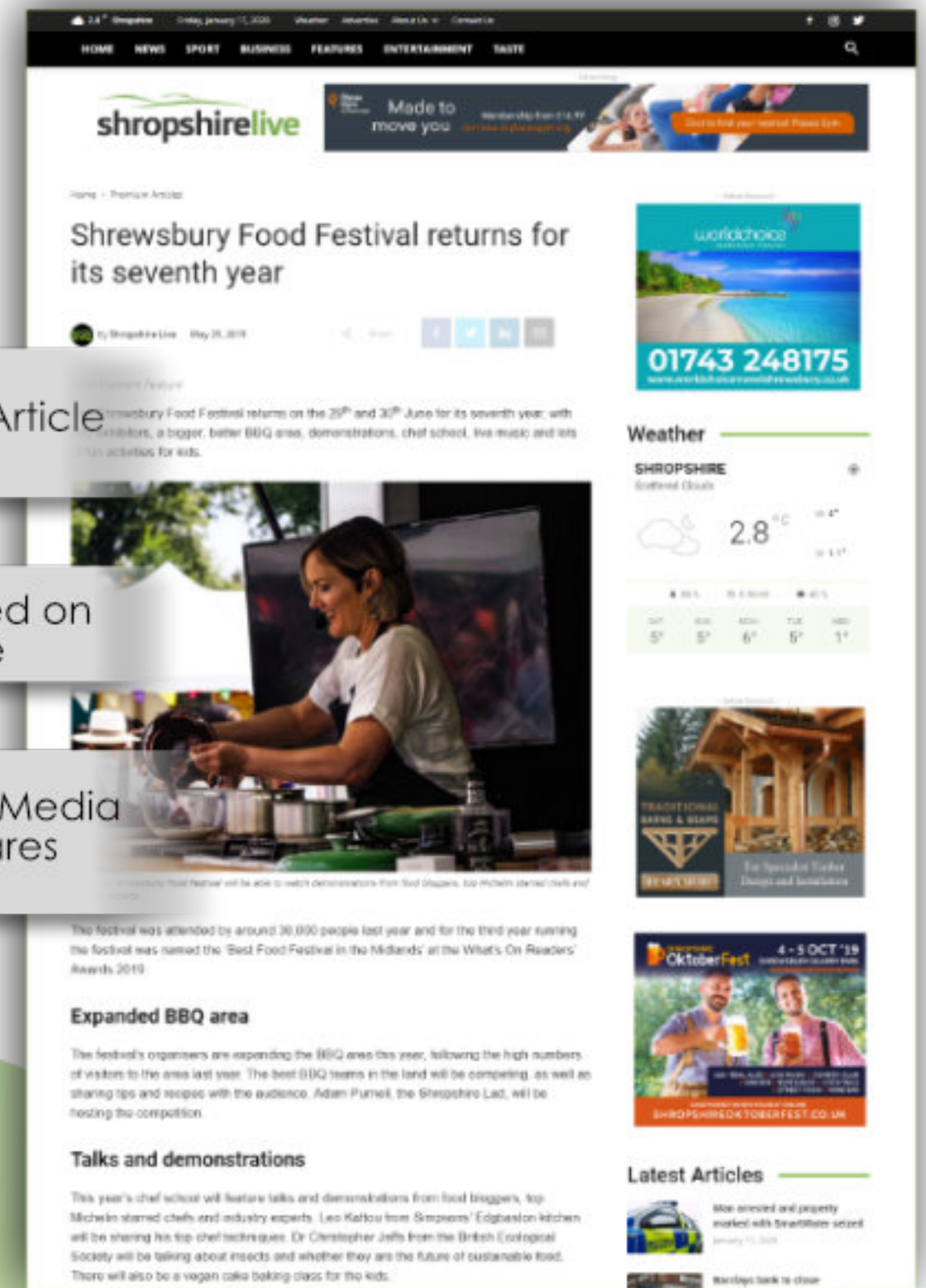
We require your professionally written copy, good quality images and any website links.

Prices start from £75 per article

Copy must be pre-approved, higher rate for national advertisers, please contact us.

All articles will be clearly marked as Advertisement Feature and links will not pass on page rank.

All our articles follow Google's good practice guidelines. Featured articles must be purchased with a display advert of at least one week.



Client Feedback

Shropshire Live has served many clients over the years, including local and national clients. Here is what some of our clients have said:

"We have recently agreed to sponsor Shropshire Live Business pages for the next 3 months and whilst we have known Chris for a number of years, the service we have received in setting our profile and articles up has been brilliant. Fiona has supported us each step of the way, understanding our personal needs.

We would recommend Shropshire Live to both our Professional partners and clients alike"

*Graham Mills - Entrepreneur Club Development Consultant
Nick Jones Wealth Management*



"We have worked with Shropshire Live on a number of occasions to promote local events via their website. Every campaign that we have run has been great value which has resulted in a good ROI. We wouldn't hesitate in investing in Shropshire Live's advertising opportunities in the future and would recommend this channel to local businesses trying to gain more exposure."

*Sally Coates - Destination Marketing Officer
Telford & Wrekin Council*



"I was absolutely delighted with the campaign you ran for us. The engagement we received was strong and I found the whole process very simple and super responsive. Fiona was informative, friendly and helpful, but never pushy and when we did (finally) decide to go ahead, she made us feel like we were her only client in that she was so quick to respond and to get the campaign up and running."

*Esther Wright - Owner and Manager
Fizz Festivals*



Why advertise online with us?

Advertising online with Shropshire Live lets you reach the local population, who could be your next loyal customers!

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

Contact Fiona Today:
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