

# COMMSDEALER DIGITAL MEDIA PACK

## Introduction

Comms Dealer digital media have built the definitive online comms community for the channel and offer a range of 'new media' advertising services to deliver powerful cost-effective messages direct to the marketplace.

Comms Dealers website and Comms Dealer Weekly eNews bulletins provide effective and fully trackable advertising opportunities to the channel.

Comms Dealer's eCasting service can target specific markets with dynamic and interactive eCasting and online supplements, raising brand awareness while driving more traffic to your website and increasing lead generation.

## Contact

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## Comms Dealer website



## Website advertising options:

### Standard banner 468x60 pixels

Positioned either above or below the fold this is an effective and persistent way of reaching our audience.

- 1 x Month = £700 + VAT
- 3 x Months = £1900 + VAT
- 6x Months = £3500 + VAT

### MPUs 250x250 pixels

An MPU on the home page or within an article is an effective way to reach our audience. In an article, text will flow around your creative giving the advert a strong, relevant presence.

- 1 x Month = £900 + VAT
- 3 x Months = £2450 + VAT
- 6x Months = £4500 + VAT

### Leader Boards 728x90 pixels

A variation on the traditional banner, the leader boards size gives you a strong and prominent placement in a key location across the top of the site

- 1 x Month = £1200 + VAT
- 3 x Months = £2160 + VAT
- 6x Months = £3900 + VAT

### Skyscraper Adverts 120x600 pixels

The skyscraper adverts have been created to give you maximum exposure above and below the fold run of site.

- 1 x Month = £1000 + VAT
- 3 x Months = £2700 + VAT
- 6x Months = £4800 + VAT

### Vertical Banner 120x240 pixels

A vertical banner will appear in the right hand column, run of site on a rotating basis.

- 1 x Month = £650 + VAT
- 3 x Months = £1750 + VAT
- 6x Months = £3150 + VAT

### Run-of-Site Button 120x60 pixels

A button advertisement will appear within all appropriate pages of website and is a cost effective means of maintaining a regular presence on the site.

- 1 x Month = £400 + VAT
- 3 x Months = £1100 + VAT
- 6x Months = £1980 + VAT

## Comms Dealer Weekly



## News Bulletin

Comms Dealer Weekly is the online eNews bulletin that keeps subscribers informed on the latest news in the UK's voice and data channel. Broadcast on a weekly basis the online format is an especially effective and professional vehicle for advertisers to reinforce their brand and generate new business. Click-throughs drive readers to an advertiser's website, creating familiarity and comfort with your brand. This helps to generate new sales leads. With a subscription base of 11,786 readers seeing your advert, Comms Dealer Weekly is a cost effective and efficient means to motivate your market.

**Standard banner** 468x60 pixels  
£700 plus VAT per month (4x transmissions)

**MPU** 250x250 pixels  
£900 plus VAT per month (4x transmissions)

**Leader Board** 728x90 pixels  
£1,200 plus VAT per month  
(4x transmissions)

**Skyscraper** 120x600 pixels  
1,000 plus VAT per month (4x transmissions)

**Vertical Banner** 120x240 pixels  
£650 plus VAT per month (4x transmissions)

**Button** 120x60 pixels  
£400 plus VAT per month (4x transmissions)

## eCasting Service



We can deliver your targeted sales messages, special offers or newsletter direct to the desktop of our highly targeted audience of 20,000 key decision makers and influencers in the comms and data channel.

Selections can be made from our market-leading database by job title, company activity and geographical location.  
**£550 plus VAT per thousand contacts.**

## Web banner specifications:

Banners for Comms Dealer Website need to be supplied by the client to the following formats and specifications:  
GIF, animated GIF or JPG  
(file size: Max 100Kb per banner)  
Flash: To enable BPL to track "click thru" on Flash banners, on request, we will provide the tracking url to be embedded into the .swf file

- Full Banner: 468x60 pixels
- Vertical Banner 120x240 pixels
- Square Button 125x125 pixels
- Button 120x60 pixels

## Content

The continually updated features of the Comms Dealer website provide an essential, content-rich resource for the channel community including:

- Up to date latest channel news stories
- Industry news
- Product news
- Market analysis
- White Paper downloads
- Case studies
- Online educational centre
- Comms Jobs – latest vacancies within the industry
- Digital copies of Comms Dealer Magazine
- Events diary
- Comms Pages online directory

## Website Traffic

Visitors are driven to the site via; promotion within Comms Dealer Magazine, eNews bulletins, other BPL products within the portfolio and top ranking listings in the leading Search Engines (Google, Yahoo & MSN)

## Website Stats

Average Monthly Figures taken from November 2009 to January 2010

- Visits – 19,259
- Unique Visitors – 6,026
- Page Impressions – 106,535