



2017 Coffee Forums UK Advertising Rate Card

For as little as £1.50 per day your company can gain exposure to over 15000 mainly UK based members - and thousands of additional site visitors each day who find us through search engine links and social media activities.

Banners (including animated banners) should be provided to meet the spec of 468x60 pixels.

There are currently 2 banner positions;

1. Below the Header
2. Above the Footer

- Both positions have enjoyed equal success in click-through rates
- Banners will be rotated between top and bottom slots
- There is a 50% premium for securing a top banner spot for 100% of the time

Banner Ad

Yearly	£547.50	Best Value
6 monthly	£360	
3 monthly	£220	
1 month	£100	

- The banner can be changed as often as you like within the advertising period
- The banner contains a hyperlink to a landing page you choose
- Animated banners are permitted
- An invoice will be raised to satisfy accounting requirements*
- Payment is accepted via PayPal, Bank Transfer or Cheque

Do you get any extra entitlements by advertising?

An **Advertiser** user category has been created.

Advertiser

You will be assigned the bright red badge when you register on the Forum.

Posting on the forum = increased visibility, and should bring a tangible increase in enquiries and sales.

Coffee Forums UK has site advertiser pages available for you to add content to, and we welcome participation throughout the year on the forums themselves.

Coffee Forums UK also engages with the member base more through social media (Facebook and Twitter) and would be happy to include special offers, logos and a short company bio on each platform.

Coffee Forums

the UK's premier coffee forums



Banner Design

We can recommend a number of banner designers if you do not already have a banner to send to us

Backup / Hosting

Coffee Forums UK is hosted in the UK and has an uptime of over 99.7%

Files are backed up daily and server maintenance is usually advised well in advance

Where does your money go?

Advertising revenue is used to offset the growing running costs of Coffee Forums UK, including but not limited to;

- Dedicated Hosting on our own managed server
- Domain Name Renewal
- vBulletin annual licence fee
- Site maintenance

Any profits resulting from advertising may be used to;

- Sponsor community events
- Purchase coffee equipment for review (by members)
- Purchase prizes for members
- Increase Coffee Forums UK's visibility and grow the membership base

Notes

We have a 90%+ advertiser retention rate – where advertisers have extended their contracts to a following year

Contact details

Glenn Watson – Owner/Administrator of Coffee Forums UK – can be contacted via;

Email mail@coffeeforums.co.uk

*Invoices will be raised by 5M Coffee Company Limited – company number 06555694 – registered in England and Wales
Coffee Forums UK is not VAT registered