



# FOCAL INTERNATIONAL

## Website Display Advertising Rates

### SPONSORSHIP OF PAGES

**Sponsorship of Footage & Content Finder**      £1750 for 6 months      or      £3000 per year

**Sponsorship of Skills & Services Finder page**      £1250 for 6 months      or      £2000 per year

This unique advertising opportunity allows for a single logo / image of your company to be flashed up on the 'Thank-you' page every time anyone uses the relevant Finder service. You will also be given a hypertext link to your own website, and a free Button 120 x 90 (plus hypertext link) down the right hand side of the whole website worth £600 per year.

Average number of Footage & Content Finder requests approx 6 per day during 2010. This figure is expected to rise once the new website is launched and promoted.

The average number of Skills & Services Finder requests is likely to be less than this - it is a new service combining the previous Researcher Finder and Facility Finder services but its popularity should grow when users are made aware of its functionality.

Average unique visits to the site per month during 2010 was 15,000 – this figure is expected to rise substantially on launch of the new website and once users are attracted to the increased functionality and user driven options.




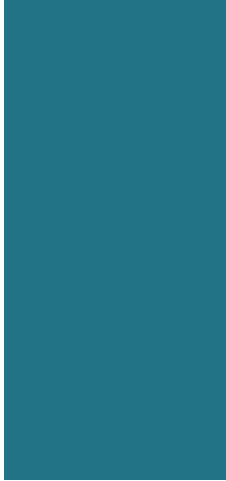
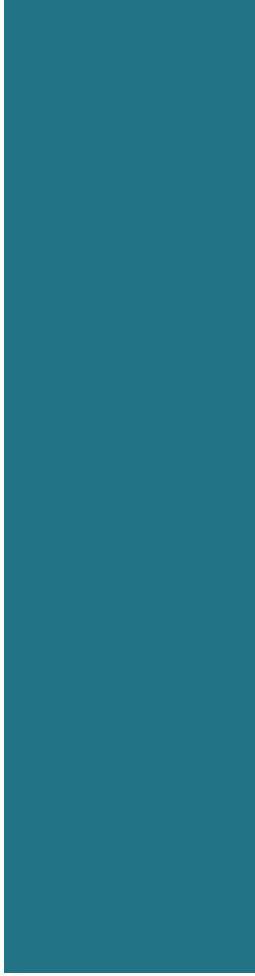
### ACROSS WEBSITE ADVERTISING

The following advertising slots are available and will be seen on every page of the entire website [www.focalint.org](http://www.focalint.org)

All Leaderboard advertisements will appear randomly across the top of the entire website and rotate after 10 seconds on every page. A hyper text link to your own site will be given.

**Leaderboard Advert 728 x 90**  
£525 for 6 months £1000 per year



<b>Button 120 x 60</b>  £275 for 6 mths £500 per year	<b>Button 120 x 90</b>  £325 for 6 mths £600 per year	<b>Square button 120 x 120</b>  £375 for 6 mths £700 per year	<b>Vertical banner 120 x 240</b>  £425 for 6 mths £800 per year	<b>Skyscraper 120 x 600</b>  £500 for 6 mths £950 per year
				

All button advertisements will appear randomly down the right side of the entire website and rotate after 10 seconds on every page.

Art work should be supplied as GIF or JPG files.

For all enquiries please contact ANNE JOHNSON [info@focalint.org](mailto:info@focalint.org) +44 (0)20 3178 3535