

# online ratecard

The website is an indispensable tool for actively promoting the very best retail and dining experience of Buckhurst Hill & Loughton.

## Website Rates - 2010/2011

Pricing for one year

### UPGRADE YOUR BASIC ONLINE LISTING

We have already provided ALL LOCAL BUSINESSES in our defined area a free webpage on our sites (as shown below).

You can add more information to attract more customers. After all the more information you supply them with, the better informed they'll be; and the happier the customer, the more likely they are to come to you and not your competitor (and come back too!)

You can add:

- your opening hours (tell them when you open - particularly useful at seasonal times.) If you don't tell people when you are closed, they may go to your major competitor.
- a description of your business (tell people about you, what you sell and any special service you offer - showing you differ from your competitors!)
- company logo (to aid identification and reinforce brand awareness).
- extra images (of the interior of your business, key staff or products).
- credit or debit card acceptance.
- details of offers, promotions, new lines (you could even have a promotional voucher designed to be downloaded and printed by the web visitor, which they can then bring instore for a special exclusive offer).

All these extra IMPORTANT items only cost **£40** (per item).

But remember, all upgrades last TWELVE MONTHS.

This is a great way to spark an interest in your business and develop a great relationship with your customers, who have searched for your business and found your profile on our websites.



The YELLOW SHADED AREA is the part where you can add extra information for your customers while they are viewing your Company Profile online.

More information can be added to describe your company than that shown in this example.

**£40** one payment - lasts 12 months

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### Platinum Plan - Homepage

Skyscraper	£595
Side Banner	£395
Bottom Banner	£295
Box 1	£250
Box 2	£250

### Silver Plan - Retail types

Skyscraper	£495
Side Banner	£295
Bottom Banner	£195
Box 1	£150
Box 2	£150

### Budget Plan - Other pages

Skyscraper	£425
Side Banner	£225
Bottom Banner	£125
Box 1	£ 80
Box 2	£ 80

### Gold Plan - Location & Maps

Skyscraper	£545
Side Banner	£345
Bottom Banner	£245
Box 1	£200
Box 2	£200

### Bronze Plan - Shop Pages

Skyscraper	£445
Side Banner	£245
Bottom Banner	£145
Box 1	£100
Box 2	£100

Skyscraper



Box 1

Box 2

Side Banner

Bottom Banner

## Facts & Figures

Live banner links to client's site or webspace within Love Buckhurst Hill/Love Loughton  
 Online listings directory  
 Interactive mapping

Up-to-date local information  
 Facebook & Twitter interaction  
 Customer comments & rates  
 Essential Guide readable online

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