

# ADVERTISING RATES 2024

## DIGITAL ADVERTISING

### Price per week

Billboard.....	£485
Super leaderboard.....	£370
MPU.....	£370
Half page.....	£500
Background.....	£685
Social display advertising.....	£450
Homepage takeover (per day).....	£840
Brand promotion package (Run of Site Leaderboard, MPU, Mobile Billboard, Mobile MPU, Newsletter MPU).....	£1,250
Category features – advertising (leaderboard and 3 MPUs) 6 months tenancy.....	£2,150
Category features – product panel – 12 months tenancy.....	£2,150
Category features – video panel – 12 months tenancy.....	£2,150

## DIGITAL CONTENT & COMPETITIONS

Promotional feature.....	£3,100
<i>Written by client</i>	
Promotional feature.....	£4,185
<i>Written by commercial content editor</i>	
Website content promotion email.....	£1,185
Competition.....	£3,100
Forecourt showcase.....	£5,550
<i>Brand or category video</i>	
Expert report.....	£5,500
Webinar package.....	POA

## NEWSLETTER

### Price per week Sent Monday, Wednesday & Friday

Leaderboard.....	£850
Text advert.....	£790
Medium rectangle.....	£790
Special newsletter takeover.....	£1,045
Weekly newsletter takeover.....	£2,150
Quarterly Top Indies newsletter takeover.....	£1,500
Bespoke client newsletter.....	£1,650

## DIGITAL PACKAGES

Leaderboard package.....	£2,050
<i>Website billboard, newsletter leader (4 weeks)</i>	
MPU package.....	£1,995
<i>Website MPU, newsletter MPU</i>	

## EVENT SPONSORSHIP

Forecourt Trader Top Indies Dinner.....	From £9,950
Forecourt Trader Summit.....	From £5,500
Forecourt Trader Awards.....	From £17,000
Forecourt Trader Awards associate sponsorship.....	From £6,000



**19.7K**

Unique visitors\*



**2.75K**

Newsletter recipients\*\*



**5K**

Total social followers\*\*\*



**939**

Annual attendees to our face to face events\*\*\*\*

\*Running average for 12 months to December 31st 2023

\*\*Figure as of November 2023

\*\*\*Figure as of November 2023

\*\*\*\*Calendar year 2023

**FORECOURT**trader