

## Holidays On-line advertising rate card

The screenshot shows the Sunday Mercury website interface. At the top, there's a navigation bar with links like Home, News, Midlands Sport, Videos & Pics, Blogs & Comment, Fun, Entertainment, Lifestyle, Travel, Site Map, and Weather. Below this is a secondary navigation bar with links like Holiday Reviews, Travel News, Holiday Pictures, Travel Advice, Late Hols / Deals, Reader Travel, and UK Offers. A search bar is located on the right side of the page. The main content area is divided into several sections: Holiday Reviews (with articles like 'Lockley: Tight times in Turkey' and 'China - the real beauty and mystery'), Travel Advice (with 'Blue-sky thinking'), Classifieds (listing Jobs Midlands, Cars Midlands, Homes Midlands, etc.), Reader Travel (with 'Get away from it all...'), Travel News (with 'How to pack the perfect case' and 'Jet set juniors' taking off'), and Late Deals (with 'Jet-set bargains'). On the right side, there's a 'Find your new home' section with a search form and a 'Hot Homes' section with property listings. At the bottom right, there's a 'beatthatQuote.com' widget for finding the UK's cheapest mortgages, which is highlighted by an arrow from the 'Skyscrapers' box. Another arrow points from the 'Banner Advert' box to a banner advertisement for 'The Griffin Holiday Flats' and 'Beaches Hotel'.

### Banner Advert

Banner Package:  
50,000 Page Impressions rotating  
across icbirmingham for 1 month  
£300.

£10 CPM\*\*.

### Button Adverts

16 advertisers rotating between 8  
button slots.  
Direct click through to advertisers  
website.  
£100 per month.

### Skyscrapers

Rotate with other advertisers.  
Direct click through to advertisers  
website.

£14 CPM\*\*

Rates valid until February 2008.

\*\*CPM = cost per thousand page  
impressions - can rotate with other  
advertisers. Delivery and click  
through reports available on  
request.

All prices quoted exclude VAT  
\*limited availability