Computer Services Advertising with Daily Info
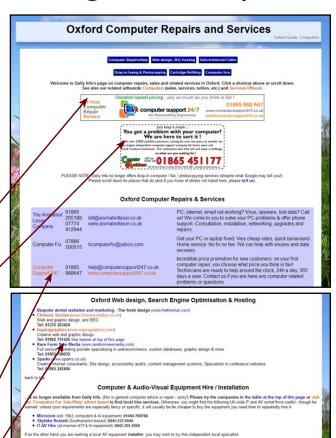
Daily Info, Oxford, offers fast, effective advertising at reasonable rates, reaching audiences both in Oxfordshire and beyond.

Our **website** receives over 10,000 visitors per day, divided between Oxfordshire residents, students & visitors.

Advert Types & Prices

Our rates as you look at our Computer Services page from top to bottom are as follows:

- **Banners** are £40 per month + VAT & appear on both our Computing pages: www.dailyinfo.co.uk/oxford/guide/computers and www.dailyinfo.co.uk/computers.

- **Display boxes** (dimensions variable) start from £30 + VAT and appear on both of our Computing pages (as above), in short form in our homepage ad space and in the ad space on all of our site's Venue/Review pages (that's nearly 60,000 pages!) and in print (seen by several thousand more users daily at our 450+ citywide display points). Our standard discounts apply (10% off 3-10 weeks - then 11% off 11 weeks, and so on, up to a maximum of 40% off a run of 40 ads).

- **Table entries** are for repairs/services only and are £10/month + VAT for a minimum of 6 months. There is a discount of 10% on bookings of 12 months or more.

- **Line ads** start at £5 + VAT for 10 words and are for web design, SEO and any other web services (which are not fixing physical machines). They appear on both our Computing pages and in print; standard discounts apply (see above).

- **Internet Cafe listings** are free.

Our **free design service** is included in our pricing. Just send over your text, logos and instructions and we will email a draft for you to check by return. If you prefer to send web-ready artwork, please check out our **design specifications** (overleaf).

Ads can appear on the page as soon as we have confirmation of artwork, and payment arrangements. Payment can be made in one go, or in most cases we can invoice you for the payment split up into monthly instalments. If you are a new customer we will need the first instalment paid in advance.

Sample ads: banner (*top*) and display box (*bottom*)

For more, see next page

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Tech Specs: info for your designers

If you wish to design your own artwork, rather than use our free design service, here is the info you need:

For the web the ad can be
- coloured
- 72dpi
- For banner ads the dimensions are 600 pixels wide by 86 pixels tall
- For display boxes the width should be 340px for single column or 680px for double column.
- The height of the ad determines the price. Each extra 50px of height cost £10 + VAT per week.
- Minimum height is 150px.
- Only jpgs and gifs can go online, but you can send us psds, pdfs, etc and we're very used to converting files.

For the sheet version (Display Box only) we need an ad which is
- high res (600dpi best, 350dpi usually fine)
- and will work in black print on a white or coloured background. It must therefore be high contrast, and preferably mono.
- Column width in print is 6.8cm for single column, and 14cm for double column
- and the height of the ad will determine the price.
- The minimum height is 3cm.
- jpg, pdf, gif and tiff are all fine.

If you just want to send over one version we can use the sheet version online, and are happy to convert filetypes and dimensions. If you have any questions or problems do send us the ideas you have. We can make something using your design elements even if we can't use your artwork.

Type of Advertising	Banner	Display box	Table	Line ad	Internet cafe listing
Where your ad appears	Web only	Web + print	Web only	Web + print	Web only
Cost (before VAT & discounts)	£40/month	£30/week	£10/month	£5/week	free

Give us a call on 01865 241133, or email info@dailyinfo.co.uk.

We will be happy to help and are normally able to find a solution to fit your budget, whatever its size.