



Daily Information

www.dailyinfo.co.uk

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Promoting Your Event with Daily Information

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, and we display the **printed sheet** in over 400 locations around the city (ranging from pubs & libraries to offices, colleges & cafés), each of which has at least 30 visitors a day.

All our advertising appears both in our printed sheet, and online. All prices quoted are for one week in the appropriate advertising column online, and inclusion in one issue of the printed sheet.

Display box ads appear in the Coming Soon ad column, and also in all appropriate Event Columns. If you already have a listing we can replace the title with your display box ad, and your listing then moves up to the top of that day's events. The event listing stays online until your event is over.

Advert Types & Prices

Free event listings are plain text, appearing in our "What's On" section online, and, space permitting, in our printed sheet. You can place them quickly and easily using the form on our website.

Line ads are plain text. These appear in the printed sheet and in larger type on the website. There is no word limit, and the first few important words are in bold. Paid line ads cost **50p/word/issue + VAT**. Live links can be included.

Display box ads are much larger, more prominent, and more eye-catching. They appear in the printed sheet (in black and white), in our event listings online (in colour). These adverts are also linked to from the revolving ad space on our homepage (see right), and our review and feature pages. They're also printed in our weekly events newsletter, where space allows.



All our box ads are linked to from the revolving advertising space on our homepage, feature pages, and reviews. (This display is animated, moving through adverts on a 10-second delay.)



An example display box advert

We can design the ad to your specifications, including your logo, other images or particular formatting, etc. There is no extra charge for this service. Alternatively, you can send us your own design by email or post. For technical specifications, please contact us.

Box ad pricing is based on the size of the advert. Our column width is 6.8cm in print, and we charge £10 per column centimetre + VAT per issue. Each issue includes one print insertion and seven days online.

The minimum size is 6.8cm x 3cm (£30 + VAT for one edition in print and one week online). On the website, the column width is 340 px, and each column centimetre translates to 50px height. You can also book a double column ad. That's 14cm across in print and 700 px online. Whatever size of ad you choose, the proportions of the ad stay the same in print and online.

We never charge any additional fees for advert design, reasonable alterations during an advert's run, or any other hidden costs. We offer a friendly, personal service, and are always available by phone or email during office hours.

For more, see next page



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Issue Dates, Deadlines and Discounts

We produce our printed sheet twice a week, on Tuesday and Friday.

The **deadline** for the printed sheet is always 10am the day before publication. So, for example, you could submit your ad at 9.30 on Monday morning, and it would be displayed around Oxford on the Daily Info sheet by Tuesday morning. There is, of course, no deadline for the website, and your ad will appear online as soon as we've processed it, which will usually be within an hour of submission (during office hours).

Discounts depend on the number of issues you book. If you book a run of between 4 and 10 issues of the same ad, you get a 10% discount. If you book 11 issues, you get 11% off, if you book 12 issues, you get 12% off, and so on, all the way up to our maximum discount of 40% off for a run of 40 issues.

The first time you advertise with us, we ask that you pay by debit or credit card, either over the phone or using the secure Barclays ePDQ system via our website. We're happy to invoice you for subsequent adverts.

You can **place your advert** online, using the form on our website, or by email, or by phone. We'll put together a design proof of the advert using your text, and any images or formatting you require, and email it back to you for approval; or, if you're supplying us with a pre-designed advert, we can put it straight up online, and in the next edition of the sheet.



Our printed sheet

Deadline	10am Mon	10am Thu
Day your ad appears online	The same day , subject to our receipt of your final approval by email	
Day your ad appears in print	Tuesday	Friday

Poster Delivery Service

We do **Poster Deliveries** around town, on Monday and Thursday nights, when we deliver our printed sheet. The city is divided into 8 routes, each of which cost £5 + VAT. So for a full run it's £48 and we'd need 350 posters. We can't guarantee how long they're displayed for - that's up to the locations which host the noticeboards. But we can get your posters out there.

Other promotional options

Reviews: every week we send out reviewers to cover first nights of as many plays, concerts, shows and exhibitions as we can. If you'd like us to send details of your event out to our team of reviewers please email details to reviews@dailyinfo.co.uk. We usually ask for a pair of comps, and we send you the reviewer's name as soon as we can. Reviews are normally online by mid-day of the following day. When there's space, we print reviews in the sheet.

Mixed Media: we use Twitter, Facebook, our own Daily Info Podcast and our slot on BBC Radio Oxford to highlight what's going on in Oxford. If you think your event would be a good thing to highlight let us know. Could you do a short interview on our podcast to promote your event?

Competitions: if you'd be interested in running a competition with us please get in touch. The better the prize, the better the response: one ticket won't go very far, so we'd recommend giving away a pair of tickets, membership, DVDs or best of all food!

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

We're always happy to discuss your requirements, and work out the advertising that best meets your needs.

www.dailyinfo.co.uk - Your one-stop guide to Oxford life