



# Daily Information

[www.dailyinfo.co.uk](http://www.dailyinfo.co.uk)

First Floor, 121 Cowley Road, Oxford OX4 1HU

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T: @DailyInfoOxford

## 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 column online, and inclusion in one issue of the printed sheet- see our information on issue dates, below.

### 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, and our review and feature pages (see right). 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

In Oxford University termtime we produce our printed sheet three times a week, on Tuesdays, Thursdays and Saturdays. In the vacation, we print weekly, on Fridays.

The **deadline** for the printed sheet is always 10am the day before publication. So, for example, in term time 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 Wed	10am Fri	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	Thursday	Saturday	Friday*

\*University vac.

Give us a call on **01865 241133**, or email [info@dailyinfo.co.uk](mailto: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](http://www.dailyinfo.co.uk) - Your one-stop guide to Oxford life