



Daily Information

www.dailyinfo.co.uk

First Floor, 121 Cowley Road, Oxford OX4 1HU

01865 241133

F: Daily Info Oxford

info@dailyinfo.co.uk

T: @DailyInfoOxford

Property Advertising with Daily Information

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

Our **website** receives over 11,000 visitors per day, and we display the **printed sheet** in over 450 locations around the city (ranging from pubs & libraries to offices, colleges & cafés), each of which has at least 30 visitors a day. We're the only print media company which reaches every Oxford University college and Oxford Brookes all year round, offering unrivalled access to a huge part of the local property market. Our audience isn't limited to students; we offer great coverage whether you're letting to professionals, families, short- or long-term renters.

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

Line ads are plain text. These appear in the printed sheet and in larger type, higher up the page than free adverts, on the website. The first few important words are in bold. Paid line ads cost **50p/word/issue + VAT**, minimum £5 + VAT (10 words). 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) and at the top of the page on the website (in colour). These adverts are also linked to from the revolving ad space on our homepage, and our review and feature pages (see right).



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.)



ALL OXFORD LETS www.oxlet.co.uk
Tel: 01865 123456

LETTINGS AND PROPERTY MANAGEMENT

HOUSES & FLATS TO LET:

MILLWAY CLOSE, WOLVERCOTE
A part furnished ground floor 1 bedroom flat in purpose built block, comprising 1 double bedroom, lounge-diner, kitchen, bathroom with shower, off-street parking. Suit single non smoking professional/academic.
Available now. £725pcm

LONGWORTH ROAD, OXFORD
A 1st floor 2 bedroom furnished flat, comprising 2 double bedrooms, lounge-diner, kitchen-diner, bathroom and garden. Suit professional/academic couple/sharers.
Available 8th April. £925pcm

ROOMS TO LET:

WOODSTOCK ROAD, OXFORD
A good-sized furnished ground floor rear facing bedsitter, with kitchenette and shared bathroom. Suit single professional/academic.
Available 8th May. £475pcm incl c/tax & w/rates

We can design the ad to your specifications, including your logo, other image, 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 £12 per column centimetre + VAT per issue.

The minimum size is 6.8cm x 3cm (£36 + 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.

A live link to your website or email address is included. As a rough estimate, a display box advert will be about 1cm long per 12 words of text included. For example, an advert of 100 words length would be about 8.5 column centimetres in print, 425px height online, and cost £96 + VAT per issue.

We never charge any additional fees for advert design, 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.

An example display box advert.

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.

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

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