

# What's On / 2010 Rates

www.whatsonne.co.uk

## Display Advertising

Banner	£8 CPM	
Leaderboard	£15 CPM	
Skyscraper	£10 CPM	
MPU - Multi Purpose Unit, ideal for streaming video	£15 CPM	
Text Ads	Channel	
	Home	£100 per month
	Cinema, Music, Theatre, Arts, Comedy, Restaurants, Bars & Clubs, Student Life, Attractions, Culture Club, Xtra	£50 per month

## Platform Sponsorship

Home, Cinema, Restaurants, Bars & Clubs	£6,000
Music/Gigs, Theatre	£4,500
Arts, Comedy, Student Life, Attractions, Culture Club, Xtra	£4,000

## Listings

Silver Listing	£30 per month
Gold Listing	£50 per month
We recommend & Star Listing	£100 per month

## Business Directory / Search Listings

Basic Listing	FREE
Web and email link	£50 for 9 months
Profile Page - including web and email link	£200 for 9 months

The screenshot shows the homepage of 'What's On' (www.whatsonne.co.uk). At the top is a navigation bar with categories like Home, Cinema, Music, Theatre, Arts, Comedy, Restaurants, Bars & Clubs, Student Life, Attractions, Culture Club, and XTRA. Below this is a large banner for 'THE BEST HEALTH CARE PENSION PLAN' featuring a man's face and the 'ARMY BE THE BEST' logo. The main content area is divided into several sections: 'Latest Newcastle Entertainment News' with a 'WOW' section, 'Latest Newcastle Entertainment Reviews and Previews' with articles about Sharleen Spiteri, Cafe Bangla, Elektra, and Valkyrie, 'Featured Venues', 'Featured Restaurants', and 'Featured Student Bars'. A vertical 'Skyscraper' ad for 'ARMY BE THE BEST' is positioned on the right side of the main content. At the bottom, there's a 'What's On North East' section and a footer with copyright information and site navigation links.

**Banner / Leaderboard:** Sold on page impressions, rotates with other banners in the same position.

**Text Ads:** Above and below Skyscraper, these ads contain a brief advertising message and an image

**Skyscraper:** Sold on page impressions, rotates with other advertisers' skyscrapers in the same position.

**Text Ads:** Above and below Skyscraper, these ads contain a brief advertising message and an image

**MPU:** Ideal for running campaigns using streaming video

**Banner / Leaderboard:** Sold on page impressions, rotates with other banners in the same position.