

Rate Card 2009

Localmole.co.uk is the comprehensive and easy-to-use online business directory from Trinity Mirror, the UK's largest newspaper publisher.

LocalMole.co.uk is a better way to find local businesses. It combines our years of knowledge about what local advertisers and consumers want and updates it for the internet.

When it comes to ways to promote your business, we'll gladly say LocalMole offers the best value of any directory in the market. We actively promote your business on your behalf through our network of 140 regional newspapers and 100 websites as well as in search engines such as Google. We also give you the tools to optimise your business listing whenever you want.

Generate leads for your business by ensuring that your business stands out from the crowd with our competitively priced premium and enhanced listing products. It's the cost-effective and simple way to promote your business online.

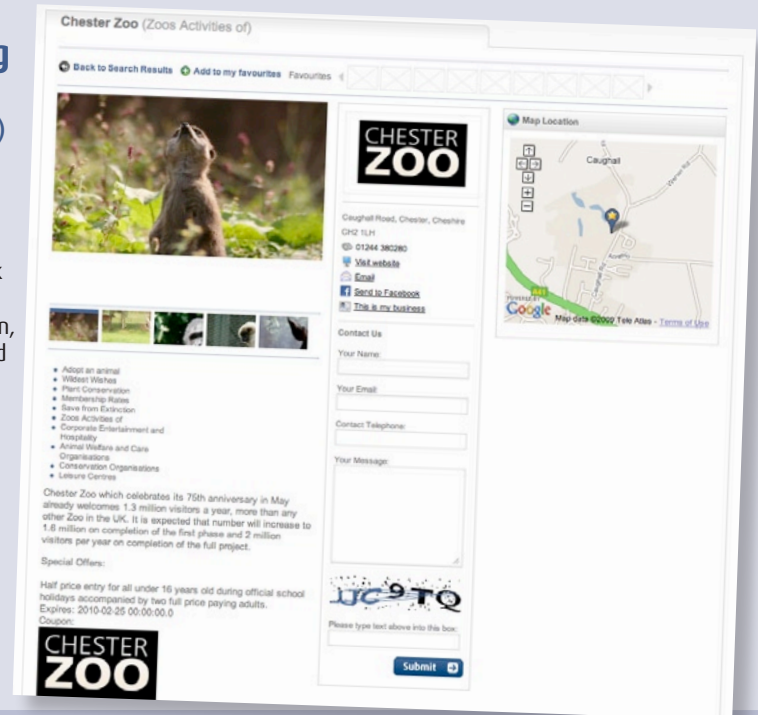
- **Local Business Directory**
- **Promotion across 100 websites and over 140 regional newspapers to deliver audience**
- **Searched by people looking for business in your neighbourhood**
- **Premium and enhanced listings give preference to your business when people are looking for a business in your market sector**
- **Extremely competitive pricing**
- **Full reporting on your listing's performance**



Package Options

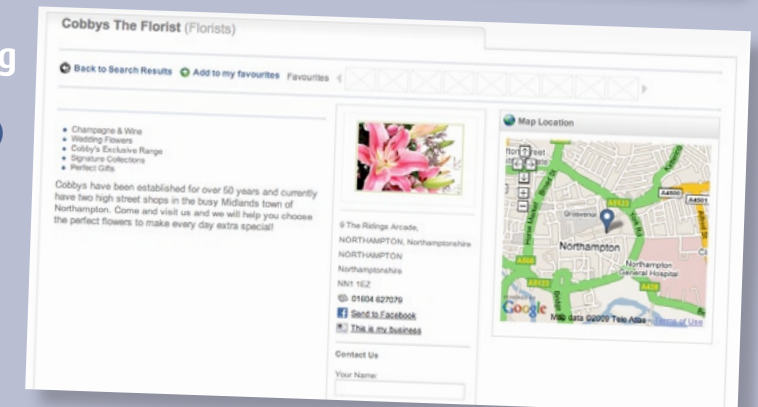
Premium Listing
£199+VAT
(£3.83+VAT per week)

Put your business listing above the free and enhanced listings for one year, add images, weblink and email contact details, as well as a full description, promote special offers and improve your coverage by appearing in four additional categories.



Enhanced Listing
£149+VAT
(£2.87+VAT per week)

Put your business listing above free listings, add a short description and image to make your business stand out and include a weblink and email contact details.



Both of these options cost much less than Yell, Thomson or Touch Local. See our Competitor Comparison.



Premium Listing

£199+VAT
(£3.83+VAT per week)

Priority over free and enhanced listings, top slots within **premium** listings rotated equally.

Enhanced Listing

£149+VAT
(£2.87+VAT per week)

Priority over free listings, top slots within **enhanced** listings rotated equally.

Contact form to maximise leads through the website.



List your business email address.



Weblink to your own website.



Interactive map showing your business location.



Business Profile: up to 250 characters to describe the benefits and unique selling points of your business.



Business Information: up to five variable keyword/phrases of information about your business (e.g 24 hour opening, local delivery) displayed as bullet points which help with search engine optimisation.



Extra Business Information: 1,000 character business description to further sell the merits of your business.



Upload extra images to your profile.



Special Offers: upload up to two special offers at any one time, including a description and image to attract customers more effectively.



Search Engine Optimisation: extra optimisation on business information pages to ensure high positioning on targeted local business searches through Google, MSN and yahoo.



Premium Positioning over free and enhanced listing in search results.



Additional Business Category: add your listing to four additional categories to ensure even greater coverage.



COMING SOON

Additional Search Radius: extend the geographical area that your listing is seen in.



Inclusion of business video.



Make your listing stand out even more with the following add ons:

1 Extending the radius of your listing

For an additional fee starting at £50+VAT extend the search area of your listing. The radius fee will only be charged once.

< 15 miles	=	local listing
< 25 miles	=	+£50+VAT
< 35 miles	=	+£100+VAT
< 45 miles	=	+£150+VAT
National Listing	=	+£200+VAT

Eg: A premium listings client wishing to be listed in up to 35 miles around the business = £199 + £100 = £299+VAT .

2 Sponsor a category for added brand awareness

£50+VAT per category per month, per geographic area.

No. of categories	1 area	2 areas	3 areas
1	£50+VAT	£100+VAT	£150+VAT
2	£100+VAT	£200+VAT	£300+VAT
3	£150+VAT	£300+VAT	£450+VAT

3 Add banners and display advertising to promote your listing

Banner
Skyscraper
MPU