



ADVERTISING RATES

There are lots of ways to help promote your business on Newton-le-Willows News and our sister site, Lowton and Golborne News. Choose an option that works for you:

Basic Business Directory listing – free

- Brief business description, one image (no company logos), one link to a website or social media account to appear in one category only).

Become a Featured Business - £45 for six months

You'll get:

A Featured Listing in our Local Directory, meaning:

- You can use your company logo as the lead image if you wish.
- Include a selection of images and more detail about what you offer.
- Add links to your website and all your social media channels – great for your SEO.
- Push your listing to the top of the Category with a gold 'Featured Listing' badge.
- Appear in more than one category, if relevant.

Social media support

- We'll support you and link back to your Directory listing in posts on our Facebook, Twitter and Instagram accounts.
- Priority inclusion in our regular seasonal articles such as our Christmas gift guide, Mother's Day, Eating Out, Gardening or DIY guide, as appropriate).

Go large option: Take a Featured listing on both Newton-le-Willows News AND Lowton and Golborne News for six months for just £65.

Advertorial, valid for six months - £89

- Provide your own copy or we'll write it for you – you get full copy approval.
- Use a selection of images in the article and links back to your website and social media.
- Advertorial stays on the site, visible from homepage, for six months (with the option to renew for longer).
- We'll support you and link back to your Advertorial in posts on our Facebook, Twitter and Instagram accounts.

Package A: Advertorial plus Featured Listing for six months - £105 (saving £29)

- A comprehensive package to help grow local awareness of your business and attract new customers.
- All the benefits of being a Featured Business, plus an Advertorial article crafted to your requirements to help tell the story of your company and what you have to offer.
- Save £29 compared to taking out a Featured Listing and an Advertorial separately.

Featured Ad banner on Homepage

A clickable advert banner that appears at the top of the Newton-le-Willows News homepage. (This is a premium space with limited availability, so you may need to book in advance – contact us to reserve the dates you require.)

- **£35 per month.**
- **£180 for six months (saving £30).**
- **£300 for 12 months (saving £120).**

Clickable Ad banners in five news articles across the site

You provide the artwork and we'll place the ad in our best performing articles. You're guaranteed five ads live at any time, but we'll move them around the site depending on web traffic to ensure you reach the maximum number of potential customers.

- £25 per month.
- £130 for six months (saving £20).
- £210 for 12 months (saving £90).

Package B: Clickable homepage ad banner on Newton-le-Willows News, plus clickable ad banner in five news stories across the site

Take both the premium homepage banner ad space, plus appear in five news articles at any one time to maximise your visibility across the site. We will ensure your ads appear on our best performing content to maximise the number of customers you can reach.

- £50 per month (saving £10).
- £250 for six months (saving £110).
- £499 for 12 months (saving £221).

Regular sponsored content series

Run a monthly advertorial series with a new article each month plus ongoing social media promotion on our channels. Discounts available when you commit to a longer series.

Three months: £195.

Six months: £349 (saving £41).

12 months: £650 (saving £130).

Sponsor our newsletter - £10 per week (minimum 3 months)

Your company logo at the top of our email newsletter, which goes out to people in Newton-le-Willows every Wednesday. Plus, another mention with links back to your website / social media further down the newsletter every week.

Need a more bespoke approach? Contact us.

Email us today:

news@newtonlewillowsnews.co.uk