

# Box Adverts & Sponsorship Explained

## WHAT will your Box Advert do?

Box Adverts are a way of having stand-out as there is only a certain amount of space on each webpage for advertisers to have a box advert. Some websites call them 'hotspots' or "banner adverts'.

When visitors click on your box advert they are normally taken directly to your website or URL of your choice. Your box advert on [www.churchstretton.co.uk](http://www.churchstretton.co.uk) can do this too. You automatically get a FREE directory listing with your box advert.

If you take out a box advert AND would like an upgraded Directory Listing you can get 20% off advertised Directory Listing prices.

## Box Advert Sections

There are ten sections within which you can buy a box advert.

<b>Home Page Section</b>
<b>Where to Stay Section</b>
<b>Gallery Section</b>
<b>Where to Eat Section</b>
<b>Events Section</b>
<b>Where to Shop Section</b>
<b>What to See Section</b>
<b>What to Do Section</b>
<b>About Church Stretton Section</b>
<b>Local Directory</b>

When you buy a box advert for a section your advert will appear on EVERY page within that section. We have priced the box adverts according to how many average 'hits' they get per year (prices are continuously reviewed – current prices are based on statistics taken from hits recorded Jan-March 2012).

The more hits a page gets the more expensive the box advert is because more people get to see your advert.

## Small Box Adverts

Small Box Adverts can be found across the top of any page within a section (apart from HOME page) and down the right hand side of the webpage. Generally each section will have 6 box advert spaces (three across the top and three down the right hand side)


The three top of page box adverts are located under the page header description.

Home | Our Community | Events | Local Directory | Advertise | Gallery | About Church Stretton | Con

**Where to Stay**

- Bed and Breakfast
- Caravanning and Camping
- Guest Houses
- Hotels
- Long term rental accommodation
- Motels
- Self-catering

**Local Directory > Where to Stay**



Place your advertisements here

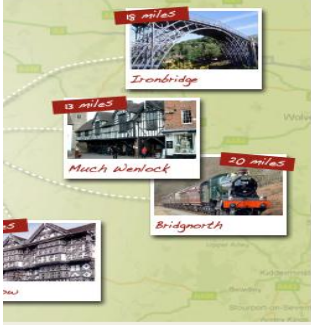
- [Bed and Breakfast](#)
- [Caravanning and Camping](#)
- [Guest Houses](#)
- [Hotels](#)
- [Long term rental accommodation](#)
- [Motels](#)
- [Self-catering](#)

Where to Shop  
 What to See  
 What to Do  
 Where to Eat  
 How to Get Here  
 News  
 Classified Ads


The three right and side box adverts are...yes you guessed it...down the right hand side of the webpage.

ery | About Church Stretton | Contact | Help

Search this site



**Eat for 5p** every weekday lunchtime throughout February. The Station Inn, Marshbrook.




**Advertise Here**

**Events Diary**

Shropshire Literary Society.	13th Feb
Knit and Natter	14th Feb
Nordic Walking - advanced	14th Feb
'Lawk Naack' Punjabi Dance workshop.	14th Feb
French Cafe	14th Feb

on website  
 located in the heart of the South  
 known as The Marches. It is the only  
 Natural Beauty. The area  
 is one of the oldest rock formations in



## Large Box Advert (not available on Home page)

You might want to take all three small box adverts to make one large advert to really have stand-out.



## SPONSORED Pages

These are great for the website because they make it interesting and vibrant and give visitors to the site interesting stories and information that they might not find anywhere else. They are very cheap because of the effort you have to put in writing the story! BUT you do get to put your business or organisation name at the top of the page and relate your story to your business (sometimes called an Advertorial). We have to say that your page is a paid advert but if you make it interesting and relevant there is no reason why people won't come flocking to you e.g A walking holiday company giving their favourite walk? or a holiday let with information about wildlife seen from their accommodation?

## OTHER INFORMATION

### STATIC vs Animated Box Adverts

ANIMATED Box Advert can be accommodated but need to be in the same look and feel as the website so as not to distract too much from the rest of the webpage. If you are interested in buying and supplying an animated box advert please email Sara at [marketing@churchstretton-tc.co.uk](mailto:marketing@churchstretton-tc.co.uk) to discuss. Prices are from £25 per quarter depending on the level of animation you are looking for.

### WHAT We Need From You

Please supply the highest quality advert you have as a .jpg

If you are a Tier 3 or above Directory Listing Advertiser then please supply the URL you would like customers to click through to along with your Box Advert image (otherwise we will just use the URL from your Directory Listing).

### HELPING Hand

Do you need a helping hand creating your box advert? If you do then supply us with your high quality image and some text and we will create you advert for you. Prices start from £30 for a simple box advert