



**The
Gloucestershire Oracle**

2014 Business Media Pack



About The Gloucestershire Oracle

We are an independent business that launched in 2005 to provide local residents and visitors with a genuinely local website featuring Gloucestershire businesses offering leisure and after school activities, birthday party and wedding ideas, accommodation and lots more. We aim to be more than just a business directory with editorial articles on local interest, lifestyle, home, leisure and technology.

The Gloucestershire Oracle is the first local directory website in Gloucestershire to be accessible across all internet-enabled devices. This means that whether the website is viewed on a desktop computer or a smartphone, our website resizes to be legible and useable without having to pinch, zoom or pan and *without* the need to download a separate app!

Our website has also been optimised to be fast loading. This is so important when nearly half of internet users are now accessing websites via a mobile device.

Our current unique visitors **exceed** 50,000 per month. Our website is fully optimised to be search engine friendly and appears on the first page of Google for many searches, including:

- after school activities Gloucestershire
- leisure activities Gloucestershire
- kids birthday party ideas Gloucestershire
- wedding suppliers Gloucestershire
- days out in Gloucestershire
- where to find Father Christmas Gloucestershire



Advertising Opportunities

Membership of the Gloucestershire Oracle is free and all Gloucestershire based organisations, businesses, charities, schools and colleges are invited to become members. Premium listings are available with additional promotional benefits.

Free and Premium Business Listings

Visibility	Free	Premium
(see next page for example)	Half Height, appears below premium	Full Height, appears above free

Basics	Free	Premium
Listing appears on our website 24/7	✓	✓
Listing appears across all devices (desktop, laptops, tablets and phones)	✓	✓
Appear in 'What's New' spot on the homepage	✓	✓
Number of <i>relevant categories</i> listing can appear in	1	Up to 3

Details	Free	Premium
Name, description and website link	✓	✓
Contact details, email and phone number		✓
Address and interactive map		✓
Facebook and Twitter links		✓
Live Twitter feed on your listing page, to enable visitors to see your latest news		✓
Listing page contains no adverts		✓
Appear on our homepage in Featured Business spotlight		✓ 1 year
Number of events displayed on your page		Up to 10

Extras	Free	Premium
Update your listing to keep it relevant	✓ Once a year	✓ Unlimited
Reciprocal follow on Twitter	✓	✓
Promotional Tweets/Posts on Twitter and Facebook		✓
Included events	✓ 1 free per month	✓ 4 free + 1 featured per month


Cost	FREE!	£60 pa
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These are example listings, as they would appear in the Search Results and Category

Free:

GlosOracle Example




Gloucester

We are the GlosOracle, and this is our example listing. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec non augue eget mauris tincidunt luctus. Donec scelerisque quam cursus tempus hendrerit. Morbi fermentum varius neque, vitae bibendum dolor convallis eget. Aliquam ut sem nec neque aliquet convallis non ac mi. Integer sit amet nunc congue, elementum lacus sed, inte [More >](#)

Premium:

Featured GlosOracle Example



Gloucester

★★★★★ (1)

We are the GlosOracle, and this is our example listing. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec non augue eget mauris tincidunt luctus. Donec scelerisque quam cursus tempus hendrerit. Morbi fermentum varius neque, vitae bibendum dolor convallis eget. Aliquam ut sem nec neque aliquet convallis non ac mi. Integer sit amet nunc congue, elementum lacus sed, inte [More >](#)



Event Advertising

Event Details	Free Events	Featured Events
Events appear in our What's On Calendar	✓	✓
Events appear on your business listing page for double exposure!	✓	✓
Number of events that may be displayed	4	10
Free featured events		2
Time in advance events may be submitted	Up to 3 months	Up to one year
Events displayed on website within	2 weeks	48 hours
Twitter promotions		✓
Appear on the homepage		✓
Event Listing Cost:	Free	35p per day*

*minimum 21 days

Display Advertising

Our bespoke display advertising is available for local businesses, as well as those outside Gloucestershire, who would like to boost their exposure, promote a high-profile event or launch etc.

Tile Advert

A high-impact bespoke tile with a direct link to your website.

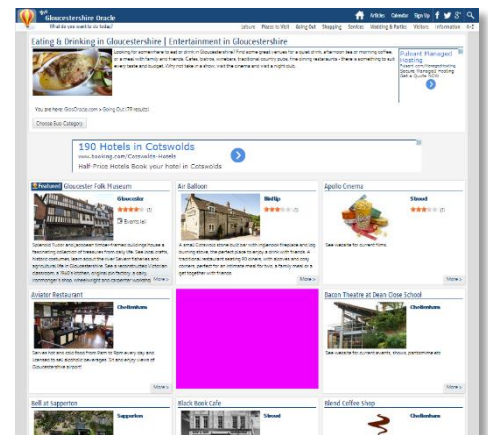
We design a bespoke advert for your business, based on an image you supply. You choose which [business categories](#) you would like your advert to appear in, and for how long.

Cost: £10 per category per month, plus a one-off design fee of £20.

-or-

Homepage Placement, including one free category

Cost: £100 per month, plus a one-off design fee of £20.





Banners

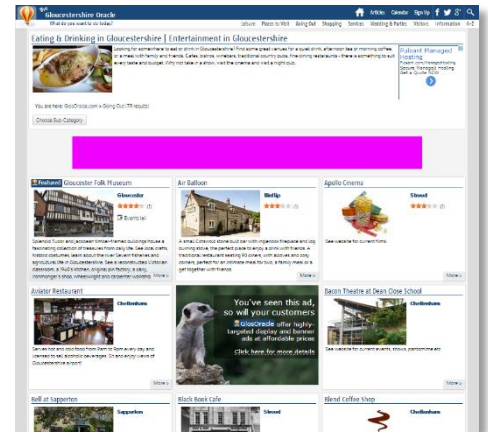
A high-impact static banner with a direct click-through to your website.

We design a banner for you to use on our website in four different sizes. This means that whether our readers are using a desktop computer or smartphone, they will be able to read your advertisement. [See how the banners look](#) on different devices here.

You choose which [business categories](#) and event categories you would like your banner to appear on, and for how long. You can see an [example banner in a category here](#). Your banner would appear once in the category(ies) you choose, in the first available position, ie either top or bottom of the first available page.

Cost: £10 per business/event category per month, including design fee.

Discounts offered for multiple categories.

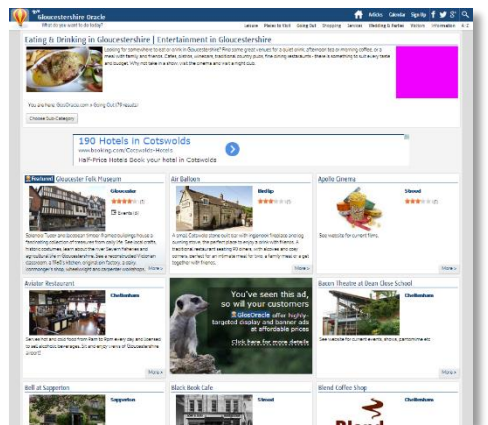


Button Ads

We design a full colour button for you to use on our website, which appears at the top right hand of every page, within the category description. Again, you choose the business categories and event categories that you want to appear in and for how long.

Cost: £20 per category per month, including design fee.

Discounts offered for multiple categories.



Promotional Articles and Competitions

We can also arrange for promotional editorial articles and competition promotions. Please contact us for a quote.

For more information please contact us at oracle@glosoracle.com

Advertising is subject to the terms and conditions on our website.

Rates are not subject to VAT and are subject to change without notice.