



witneytv.co.uk

# Advertising Packages Overview

Frequently Asked Questions

## Firstly a little bit about WitneyTV

WitneyTV is a West Oxfordshire community TV Channel and website for news, events and current affairs. WitneyTV has also gained exposure in the national media with some exclusive interviews with David Cameron and Jeremy Clarkson (following one Jeremy Clarkson interview the site received over 20,000 unique visitors in one week alone). WitneyTV is also mentioned regularly as being a leading light for local and community television.

## How many people will see my advert?

On average WitneyTV gets well over 6000 unique visits (and 10,000 visits) to the website per month (that's around 300 people per day). Most of these visits come from the Oxfordshire or surrounding area and on average 3-4 pages are viewed per visit and visitors stay on the website for around 3 minutes. In the past WitneyTV has had some major scoops that have gained national exposure which can boost traffic even higher.

## Why Advertise with us?

- ✓ Targeted regional West Oxfordshire audience
- ✓ A chance to be associated with an established brand and leading light in the community
- ✓ Get your brand and message out there to a relevant and community engaged audience
- ✓ Weekly updating of content and videos encourages a high volume of return visitor
- ✓ New content and videos weekly meaning high volume of return visitors

## How much does it cost and how does it work?

We have tried to keep it simple with homepage or inner page advertising packages and various sizes and prices to fit most budgets. You can buy any number of adverts for any specific months so you could for example:

- ✓ Buy 1 slot for one month on the homepage
- ✓ Buy 2 slots on the inner page in advance for the summer months (to coincide with a marketing campaign)
- ✓ Sponsor the entire website and have a prominent banner visible throughout all pages

## Is there a discount for Charities?

Yes charities can claim a 25% discount - please email us for more details ([news@witneytv.co.uk](mailto:news@witneytv.co.uk))

## Can I have different adverts showing at different times?

If you have bought more than one month we can set it up so you can show different adverts in different months. Please prepare and send through all the adverts in one email and we then set everything up to run automatically.

[Read On »](#)

# Home Page Advertising Opportunities

Appear on the homepage of the WitneyTV website.  
This page is the portal for well over 6000 people per month.



## Slot 1 - Large Ad

**Availability:** 4 slots available (rotating)  
**Size:** 210x500px  
**Price:** £120 p/m (or £1440 p/y) per slot

## Slot 2 - Medium Ad

**Availability:** 4 slots available (rotating)  
**Size:** 210x160px  
**Price:** £60 p/m (or £720 p/y) per slot

## Slot 3 - Small Ad

**Availability:** 4 slots available (rotating)  
**Size:** 210x160px  
**Price:** £20 p/m (or £240 p/y) per slot

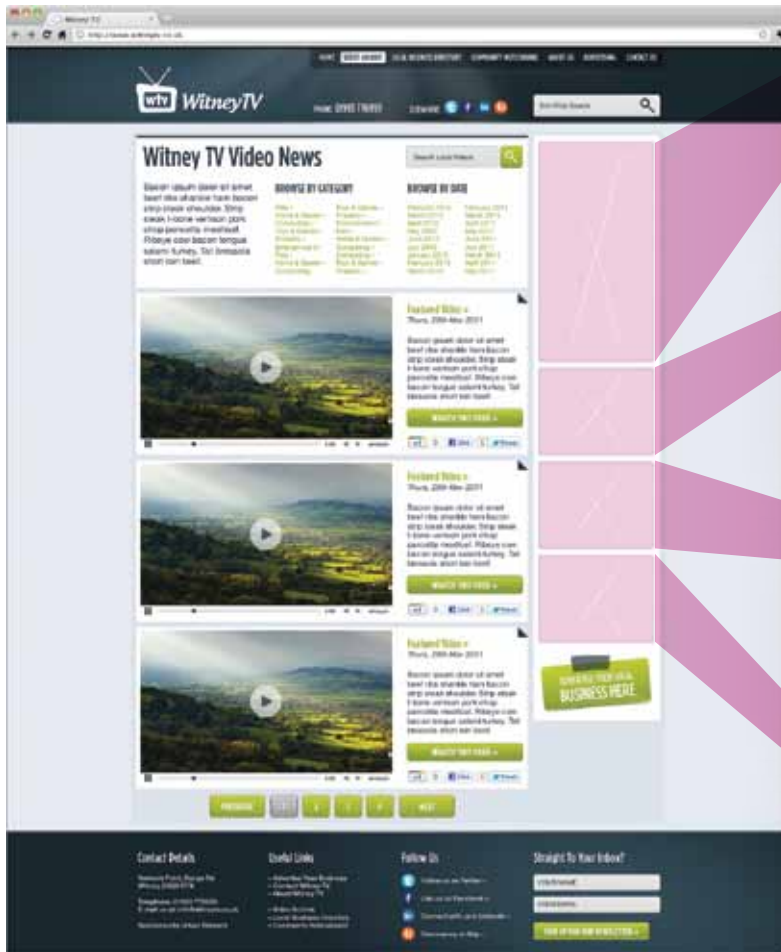
## Who will design my ad?

The cost of the advertising **does not** include the design of the artwork. Our price is £75 per ad. You can however design it yourself or hire someone else in which case you need to make sure the guidelines are met.

See guidelines: [www.witneytv.co.uk/advertising-artwork.html](http://www.witneytv.co.uk/advertising-artwork.html)

# Inner Page Advertising Opportunities

Appear on every single video page within WitneyTV (over 300 videos with new ones added each week) and also every other page (apart from homepage).



**Slot 1 - Large Ad**  
**Availability:** 2 slots available (rotating)  
**Size:** 210x400px  
**Price:** £150 p/m (or £1800 p/y) per slot

**Slot 2 - Small Ad**  
**Availability:** 2 slots available (rotating)  
**Size:** 210x160px  
**Price:** £35 p/m (or £420 p/y) per slot

**Slot 3 - Small Ad**  
**Availability:** 2 slots available (rotating)  
**Size:** 210x160px  
**Price:** £30 p/m (or £360 p/y) per slot

**Slot 3 - Small Ad**  
**Availability:** 2 slots available (rotating)  
**Size:** 210x160px  
**Price:** £25 p/m (or £300 p/y) per slot

# Pricing Overview

So that you can see everything in one place and compare costs more easily we have put a quick reference pricing table below:

Home Page Packages	Slots	Per Month	Per Year
Home Page Large Ad - Slot 1	4	£120	£1440
Home Page Medium Ad - Slot 2	4	£60	£720
Home Page Small Ad - Slot 3	4	£20	£240

Inner Page Packages	Slots	Per Month	Per Year
Home Page Large Ad - Slot 1	2	£150	£1800
Home Page Small Ad - Slot 2	2	£35	£420
Home Page Small Ad - Slot 3	2	£30	£360
Home Page Small Ad - Slot 4	2	£25	£300

Exclusive Site Sponsorship	Slots	Per Month	Per Year
Site Sponsorship Package	1	£350	£4200