

CATERERSEARCH.COM

The complete information source for hospitality

Online and E-Marketing Rates 2011

Online Rates

	CPM rate	Typical Example
Button	£25 per 000	50,000 ad impressions over 4 weeks = £1,250
Leaderboard	£45 per 000	50,000 ad impressions over 4 weeks = £2,250
Skyscraper	£55 per 000	50,000 ad impressions over 4 weeks = £2,750
MPU's	£65 per 000	50,000 ad impressions over 4 weeks = £3,250
Page Peel	£70 per 000	50,000 ad impressions over 4 weeks = £3,500
Site Takeover 1 day	£2,970 (circa 75,000 ad impressions)	
Site Takeover 5 days	£8,910 (circa 375,000 ad impressions)	
Channel Homepage Sponsorship (Restaurants/Hotels/Contract Catering/Pubs & Bars)	£2,000 per month per channel	
Geographic Campaign targeting	£POA	
Bespoke Channel	£15k 6 month, £27k 12 months	
Industry Resources (contextual marketing)	£6,000 12 months, £4,000 6 months	
Video broadcast delivery only	£2,000 per month	
Video broadcast including production	POA	

E-Marketing Rates

Product	Banner	Advertorial	Sky	MPU	Sky	Solus
Monday Briefing	£850	£850	£850	£650	N/A	£1350
Friday Wrap	£850	£850	£850	£650	N/A	£1350
Chef	£950	£950	£950	£750	N/A	£2300

	Top Banner	Slot 1	Slot 2	Slot 3	Slot 4	Sky	Bespoke
E-Update	£650	£750	£650	£550	£400	£550	£1950

From supplied copy. (+£200 for unfinished material)

Call us now to make a booking or for more information.

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