



SUSSEX FOCUS

www.sussex-focus.co.uk

Dear Advertiser,

April will see the launch of the latest edition of Sussex Focus Directory, combining 11 industries under one banner. The Directory will be available at over 460 newsagents throughout Sussex. It will also be made available free to pick up at outlets such as shops schools and nurseries, restaurants, hotels, pet shops, vets, and so on. The directory will cover all aspects of life in Sussex, giving you a one stop reference guide to the county.

Format:

Size: 210 x 14.8mm (A5) - Paper and Materials: Full colour gloss art - Covers 180 gsm / pages 90gsm

Layout:

Full and half page advertising at the front of each section

'Web Directory' section. At the front of the publication, priced at just £70 for the year, this offers a 6.5 x 2.5 cm colour display advertisement specifically designed to highlight your website, and includes all contact details and 5-10 words of description.

The directory will then be split into sections, which will contain additional classifications designed to make each company easy to find according to your speciality:

- Parenting and Childhood
- Motoring, Classics, Cars and Bikes
- Business
- Home and Garden
- Sport, Leisure and Entertainment
- Wedding
- Music, Dance and Theatre
- Health, Fashion and Beauty
- Pets & Animals
- Antiques, Collectables and Memorabilia
- Eating out

Each section will have editorial relevant to the title at the front of each segment

Finally, there will be a regional (town based) directory at the back of the directory, where all advertisers will receive a listing under the relevant classified heading, including company name, contact details and web site address if applicable.

You will be invoiced after publication, when you will receive a free listing on our website also for the full year. I will be in touch but if you need any other information. In the meantime, please do not hesitate to call me.

Yours sincerely,

Sales Executive
01582 488385



Media Chameleon Limited, Suite 6i
Britannia House, Leagrave Road,
Luton, Beds LU3 1RJ
Tel: 01582 488385 Fax: 01582 459776
Email: info@mediachameleon.co.uk
Company registration number 1637485



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Your free listing will be entered onto the site once confirmation is received, but with a range of options to maximise your online presence, the website offers media solutions for everyone:

Our web site has been designed to be search engine friendly and therefore quickly picked up and indexed by all the major search engines. Search Engine Optimisation technology ensures that with important key words the website is on the first pages of the major search engines. The site is also advertised prominently within the magazine, maximising traffic in Bucks. It is expected that these figures will quickly average 486,000 hits a month, the Sussex Focus website will provide you with a cost effective method to reach a whole new set of customers! Set out as packages, we can offer:

- **Listings** – company contact details which can be searched by either product/service or alphabetically by company name.
- **Web Packages** – A variety of packages to increase your web exposure – see below.
- **Banner Advertising** – placed in the most relevant position for you on the directory, either on the front page or under your category listing, this display advertisement can also include a hyperlink.
- **Web Site Design** – if you do not yet have your own company website, talk to our sales team about our web design service. It doesn't have to be a headache, and is a fast and accurate process...you supply the information and images...and we do the rest!

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The screenshot displays the Sussex Focus website interface. The top navigation bar includes links for Home, Contact, About Us, Events, Add an Entry, and Login. A search bar is prominently featured. The main content area is titled 'The Sussex Focus Directory' and includes a 'Welcome' message. A sidebar on the right lists various business categories such as Accounting, Advertising, and Architecture. A large advertisement for Diana Whymann Recruitment is visible, featuring a photo of a woman and contact information. The bottom of the page includes a 'Twenty Four telephones' section.



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Sussex Focus				
FAX BACK TO Media Chameleon ON 01582 459 776				
FROM (your name)				
Your company				
Your address				
Your Tel				
Your Fax				
Your web address (URL) http://www.				
Your email				
Your classified category				
Type	Directory Price (mono)	Directory Price (colour)	www Advert	Combined (www / Directory)
CLASSIFIED AND WEB SITE ADVERTISEMENTS				
BOLD entry	£40.00		-	
Boxed BOLD entry	£45.00		-	
Boxed BOLD 15 word profile	£55.00		Entry Level	£120.00
Boxed BOLD 15 word Profile with Logo		£65.00	Entry Level	£130.00
Classified (24mmx65mm width)		£70.00	Bronze	£175.00
Eighth Page (49mmx65mm width)		£140.00	Silver	£350.00
Quarter Page (97mmx65mm width)		£300.00	Silver	£450.00
Half Page (97mmx133mm width)		£400.00	Gold	£650.00
Full Page (197mmx133mm width)		£800.00	Gold	£1,200.00
Double page spread				£2,600.00
Inside front cover / Back cover / Inside back cover				£1,600.00
Web Directory Section			Classified web banner (24mmx65mm width)	£70.00
WEB ADVERTISING				
GOLD PACKAGE – Up to 25 classified headings, National coverage across all counties, 150 word company profile, Company logo image, display advertisement image, hyperlink, guaranteed first page position on the web site, Full access key (to edit / add or change your details adverts at any time during the year).				£350.00
SILVER PACKAGE - Up to 15 classified headings, coverage across 3 counties, 70 word company profile, Company logo image, display advertisement image, hyperlink, Full access key (to edit / add or change your details adverts at any time during the year).				£250.00
BRONZE PACKAGE – Up to 3 classified headings, coverage across 1 county, 50 word company profile, hyperlink, access key (to edit / add or change your details adverts at any time during the year).				£150.00
ENTRY LEVEL PLUS PACKAGE - 1 classified heading, coverage across 1 county, hyperlink, 30 word company profile, Display advert				£105.00
ENTRY LEVEL PACKAGE - 1 classified heading, coverage across 1 county, hyperlink, 30 word company profile.				£80.00
Home page Hot link – hyperlink and up to 5 words on home page of directory web site				£150.00
Home page Advert Banner (Advert size 120 x 90 pixels) hyperlink, hyperlink text				£300.00
Content Management System Web Site - Please call for more detail - Prices From				£350.00



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