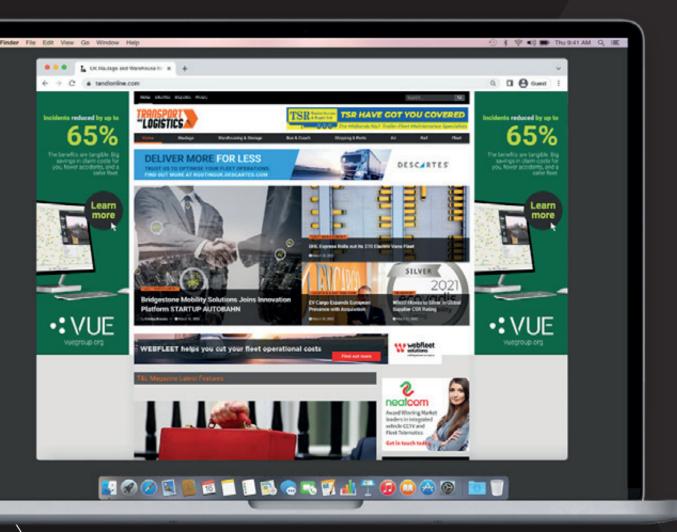




# DIGITAL DISPLAY

Our website updates with latest news features uniquely approved by editorial here at T&L each day. T&L receives on average over 4000 unique daily visitors to tandlonline.com.



BANNER ADVERTISING*	
Premium Leader	£895
Prime Leader	£695
Second Leader	£595
Large Rectangle	£595
Springboard Banner	£395
Site Takeover	£1,495
Home Category	£595
Post Category Sandwich	£595
Post Category Large Rectangle	£495

Thank you for this great opportunity. It's been brilliant working with you and thanks again for making the process so easy for us – you made it simple right from the start! The feature has received great feedback and we very much hope to work with you again in the future.

ELLENA AUSTIN MARKETING YUSEN LOGISTICS (UK) LTD



\*All prices are per month



## **DIGITAL DISPLAY**

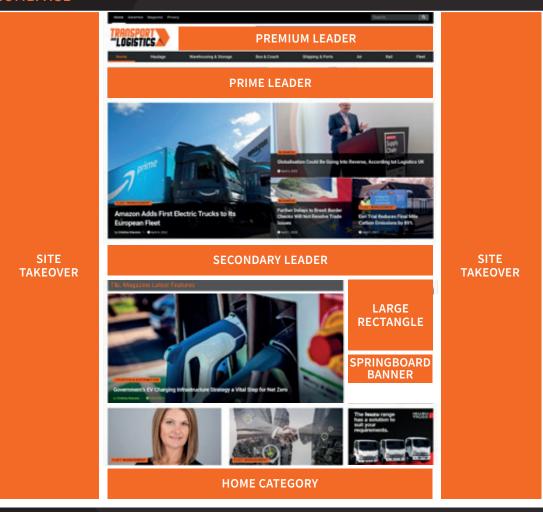
#### **WEB DISPLAY**

You know your advert is in front of the right audience with T&L via placement next to industry specific news. With use of visual images, display advertising helps to create stronger brand awareness.

#### **SITE POST**



#### **HOMEPAGE**



You can also maximise your ROI via the ability to track the performance of your own advertising. Choose to book for 2 or more months and you can change your artwork each month. We have a variety of sizes to suit your advert artwork or budget - from a full site takeover, to a side banner. Your branding can be seen over 5,000 times per day. Your visual will appear neatly and professionally alongside industry leading site content.



## DIGITAL EDITORIAL

#### **SPONSORED STORY**

Each comes with up to 500 words of content and two images. This editorial feature can have three unique back-links. A story needs to appear as part of the latest news feed before migrating to the pre-selected news section of our homepage. As T&L works with multiple news agencies this needs to be written as a third person news story and we can help with that.

## WHITE PAPER/EXTENDED FEATURE

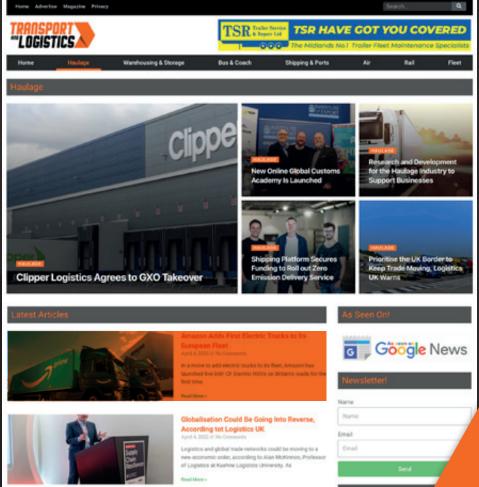
Each comes with up to 1000 words of content and four images. This editorial feature can have five unique back-links. A whitepaper or extended feature needs to be entirely supplied and approved. It must meet our own editorial requirements and cannot conflict with the style of T&L. We can help with that.

#### **VIDEO FEATURE**

Each comes with up to 500 words of supporting content alongside your unique video. The video needs to be added to an external source we can link to. These are the most popular features with our readers and videos should be no more than sixty seconds for maximum effect. We can help with examples of that.

We can share your digital editorial within a weekly magazine newsletter which goes out to over **65,000 subscriber emails.** This newsletter is opened by over 21% of these subscribers in the first 24 hours and this is how they received the digital copy of the monthly T&L magazine. We share your digital feature across social media included in the our rates.

NUMBER OF POSTS	xl	х3	x6	x10
Sponsored Story	£250	£500	£750	£1000
White Paper/Extended Feature	£500	£1000	£1500	£2000
Video Feature	£500	£1000	£1500	£2000





## **NEWSLETTER DISPLAY**

### **MAGAZINE NEWSLETTER**

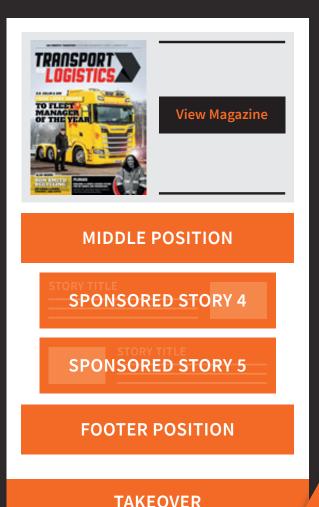
Our weekly newsletter is the best source of the latest stories from across the industry, delivered directly to our readers. By advertising on our newsletter, your brand benefits from reaching over 65,000 targeted industry individuals and company decision makers.

The display spaces are limited to a maximum of four per newsletter in availability; so your message won't be lost.

You'll get your eyecatching brand image sent out to all of our database of readers alongside elevant T&L content. If you have a Sponsored Story on our website you can also upgrade to have it featured in the weekly newsletter.

ADVERTISING	xl	x2	χ4
Takeover	£1495	£2495	£3495
Header Position	£995	£1695	£2495
Middle Positions	£895	£1495	£2195
Footer Position	£795	£1295	£1995
Sponsored Story	£100	£150	£250







## **NEWSLETTER DISPLAY**

#### **SOLE ADVERTISER EMAIL**

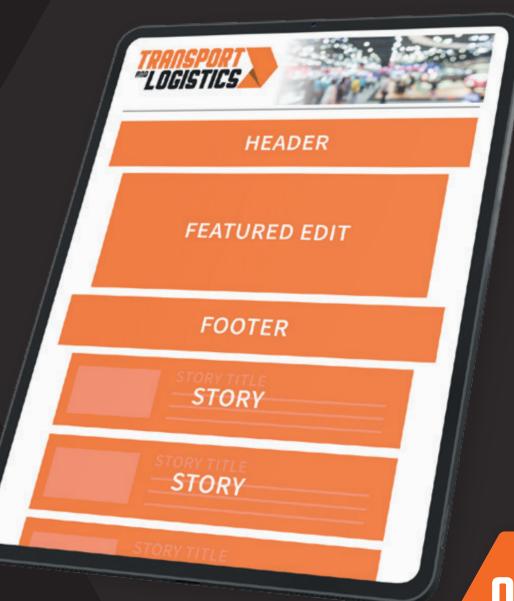
This is sent just once per month and is in a regular slot expected by our subscribers. This option is unique to T&L and is sent with two banners and up to 400 words of unique content. This is received by over 65,000 subscribers and has an average open rate of 19.8% in the first 24 hours for the past 12 months. There is a very limited number available and this is limited to one per month for a client.

SOLE ADVERTISER EMAIL	xl	<b>x2</b>	χ4
Email	£2500	£4000	£6000

As the number one specialist in the maintenance, repair, MOT & servicing of all types of HGV trailers in Nottingham and the East Midlands, it is important to us where we advertise our good name. We have been promoting our full range of products and services successfully for the last 3 years within the Transport & Logistics Magazine, and also on the T & L website.

We always receive a friendly, knowledgeable and professional service and our exposure within the industry as a result of advertising with Transport & Logistics Magazine, continues to grow at a rate of knots, along with our turnover.

GLYNN ANDREWS MANAGING DIRECTOR TRAILER SERVICE & REPAIR LTD (TSR)





## PRINT OPTIONS

#### **PRINT ADVERTISEMENTS**

For over 12 years T&L printed magazine has been at the forefront of news and in-depth features. Premium space in the print copy of the magazine is always highly sought after and should be booked early to avoid missing out. In addition to one-off adverts we offer a range of packages up-to 18 months in length to allow you plan your budget effectively.

ADVERT PRICES	
Double Page Spread	£3995
Full Page	£2495
Half Page Landscape	£1395
Quarter Page Portrait	£895



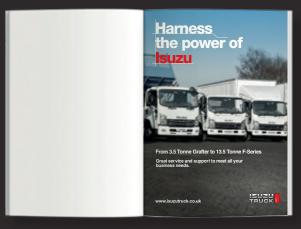
#### **DOUBLE PAGE SPREAD**

Size: 303mm (h) x 426mm (w) Copy Area: 260mm (h) x 400mm (w)



HALF PAGE LANDSCAPE

Size: 128mm (h) x 183mm (w)



#### **FULL PAGE**

Size: 303mm (h) x 216mm (w) Copy Area: 260mm (h) x 185mm (w)



### **QUARTER PAGE PORTRAIT**

Size: 128mm (h) x 90mm (w)



# PRINT OPTIONS

### **PREMIUM ADVERTISER**

A full page immediately after contents.

#### **ADVERT PRICES**

**Premium Advertiser** 

£3495

### PREMIER FULL PAGE

Front inside cover, back inside cover or back outside cover.

#### **ADVERT PRICES**

Premier Full Page

£2995



### **PREMIUM ADVERTISER**

Size: 303mm (h) x 216mm (w)



## **INSIDE FRONT COVER**

Size: 303mm (h) x 426mm (w)



#### **OUTSIDE BACK COVER**

Size: 303mm (h) x 426mm (w)



### **INSIDE BACK COVER**

Size: 303mm (h) x 216mm (w)

## PRINT OPTIONS

#### **ADVERTORIAL FEATURES**

All editorial and high resolution images provided by yourselves.

#### **ADVERT CONTENT**

All text should be sent digitally via email, either as a word doc or embedded in the email. If the text is provided as hard copy then we do not accept responsibility for any errors occurring during re-typing.

#### **IMAGES & LOGOS**

Sent digitally via email as high resolution JPEGs (300dpi) or EPS, PNG, Ai files. Letterheads are only accepted if nothing else is available. Using letterheads may reduce quality and colour reproduction.

#### **COMPLETE ADVERTS**

All complete adverts must be provided as print-ready PDFs with embedded fonts and high resolution images, or alternatively as high resolution JPEGs (300dpi).

ADVERTORIAL PRICES	
Double Page Spread	£1995
4 x Pages	£3495
6 x Pages	£4495



#### **DOUBLE PAGE SPREAD**

Size: 303mm (h) x 426mm (w) Copy Area: 260mm (h) x 400mm (w)

#### **FULL PAGE**

Size: 303mm (h) x 216mm (w) Copy Area: 260mm (h) x 185mm (w)

# **CONTACT US**

FOR ANY ADVERTISING ENQUIRIES

advertising@tandlonline.com 01484 437315 tandlonline.com



