



## Why advertise with us

LivingWandsworth is an on-line community for residents of Wandsworth Borough, providing the latest global and local news, allowing users to share practical knowledge and information, have fun and play games, resources for work and life and an entire community channel for users to upload videos, pictures and to blog.

It makes sense to advertise your organisation to the very people who live near it, and are most likely to end up being your customers.

LivingWandsworth provides organisations with a platform to promote their business or cause using various channels. We are also open to providing advice and guidance to organisations to help them better reach their customers and enhance their business and cause. LivingWandsworth does not allow large brand companies and chain stores, who already squeeze local businesses out of the market place, to advertise on our pages.

## Who can advertise

If you are a local or independent business, a resident, or a non-for-profit organisation then you can advertise with LivingWandsworth. Wandsworth Borough covers, Balham, Battersea, Earlsfield, Furzedown, Nine Elms, Putney, Roehampton, Southfields, Streatham Park, Tooting & Wandsworth.

## Who can't advertise

The following is a list of organisations and activities that we would not allow to advertise or promote on LivingWandsworth, the list is not exhausted and we may decline advertising at our discretion;

- Any organisation that conducts or promotes illegal activities, including racism, violence, or sexism
- Spam such as pornography, prescription only medicine sold without a prescription, malware or viruses
- Certain services and items, knives, alcohol, adult service including escort services
- Large chain stores
- Businesses and residents located outside Wandsworth

## How can you use LivingWandsworth to promote our organisation?

There are many ways that you can promote your organisation on LivingWandsworth. On the next few pages we outline some of the ways that you can use our pages to advertise your business. You'll be glad to here that about 2/3rds of them are completely free.

<b>Forum</b>	<a href="http://www.livingwandsworth.co.uk/forum.html">www.livingwandsworth.co.uk/forum.html</a>	<b>Cost: Free</b>
<p>Forums are a hive of activity, and they can be one of the best ways to reach out to potential customers, and also to keep in touch with current customers. Within the forum is a topic called Shop Announcements, here you can post about your new shop, new products or any new initiative you are carrying out. You can also use it to gauge any feedback you want for anything that you want to try.</p> <p>If you are a business that wants to create a network of other like minded businesses then the Business Matters topic is for you, here you can provide assistance and support to other businesses who may be struggling or looking for partners to create offers for complimentary products.</p>		

<b>Community Channel</b>	<a href="http://community.livingwandsworth.co.uk">http://community.livingwandsworth.co.uk</a>	<b>Cost: Free</b>
<p>You can use the community channel to upload images, videos, and audio about your organisation. We encourage people to upload short ad like videos around 30 seconds. You can also upload pictures and videos of new or exciting products that you have.</p> <p>If you are not-for-profit organisation this is the best place to get your message across, you have a rare opportunity to connect with your audience and not only represent your organisation but also the reverse side, that is how it is beneficial.</p> <p>The community channel also allows you to create groups that people can subscribe to, and get advice and information from you. For example if you sell PC's/PC parts it's the perfect place to interact with people who are trying to buy a new PC or build one.</p>		

<b>Offers page</b>	<a href="http://www.livingwandsworth.co.uk/offers.html">www.livingwandsworth.co.uk/offers.html</a>	<b>Cost: Free</b>
<p>One of the quickest and easiest ways to increase business is to provide good offers. These can range from money off to buy 1 get 1 free type of deals. With ever increasing competition from large supermarkets, and retail chains its becoming increasingly important to offer your customers as much value for money as possible.</p>		

<b>Classifieds pages</b>	<a href="http://www.livingwandsworth.co.uk/classifieds.html">www.livingwandsworth.co.uk/classifieds.html</a>	<b>Cost: Free</b>
<p>The classifieds pages, under Services Offered is one of the best places to advertise if you are a small business or are self-employed.</p>		

<b>Sponsored pages</b>	You decide	<b>Cost: Free</b>
<p>Do you have expertise at a particular field, say health and beauty, technology or any other popular topic, then why not sponsor a page. You simply write an article about your specialist topic and you get to place an advertisement on the page. It allows you to demonstrate your knowledge in the area, say beauty products, how they can be best used, the current looks, what's in fashion and what's not. Of course it doesn't simply have to be written we encourage people to submit short video clips which are easily viewed by consumers. You can load these into the community page or simply do them on something similar to YouTube and we will link to it. This is becoming one of the fastest methods of advertising.</p>		

<b>Showcase</b>	<a href="http://www.livingwandsworth.co.uk">www.livingwandsworth.co.uk</a>	<b>Cost: Free</b>
<p>If you are a new business setting up in Wandsworth Borough or maybe you have had revamp and would like customers to know about it. We can showcase your business, that is create an article usually with pictures and videos to showcase your businesses, what it's about, who the people are, and where about you are.</p> <p>Of course if you think you can write the showcase then by all means we will try our best to use that, in fact we encourage that, after all you know your business better than we do.</p>		

<b>Not-for-profit ads</b>	<b>You decide</b>	<b>Cost: Free</b>
<p>We carry not-for-profit adverts, that is those by the Council, charities local or national providing they have a presence in Wandsworth borough, grant assisted organisations, or those just wanting to help others.</p> <p>We do not charge for this, and depending on the nature of the organisation and the advert they can appear anywhere where they are appropriate on the site.</p> <p>We encourage such organisation to either mention us or carry a link back to our site, but it not a necessity</p>		

<b>Business directory</b>	<a href="http://www.livingwandsworth.co.uk/businessatoz.html">http://www.livingwandsworth.co.uk/businessatoz.html</a>	<b>Cost: free/£1pm</b>
<p>One of the most common place that visitors come to find businesses, services and charities within Wandsworth, we encourage all businesses to make sure that they are on this.</p> <p>To add your name, address and business type to the directory is free and we will try to automatically collect this information, but if you want to add your website address and a small description of the business and what it does we charge a mere £1 per month. Again not-for-profit organisations do not have to pay a charge to be in the directory.</p>		

<b>New businesses</b>	<b>You decide</b>	<b>Cost: free</b>
<p>If you are a new business that is setting up in Wandsworth Borough, then we may be able to help you put together an advertising package to help promote your business. This could range from writing about you, starting a promotion, helping build a website, to giving you a visit on your grand opening and videoing it!</p>		

Basic adverts	Contextual	Cost: £4pm
Forum	<a href="http://www.livingwandsworth.co.uk/forum.html">www.livingwandsworth.co.uk/forum.html</a>	Cost: £8pm
Homepage adverts	<a href="http://www.livingwandsworth.co.uk">www.livingwandsworth.co.uk</a>	Cost: £50pm

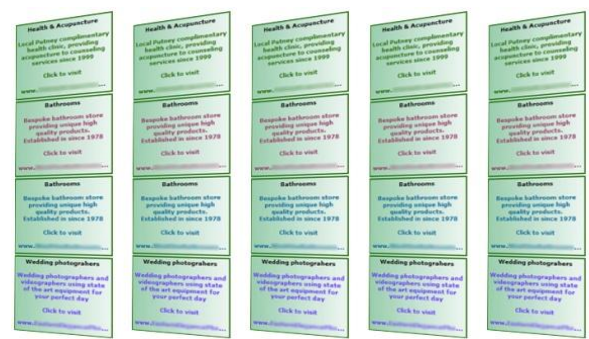
On each page except the community channel we carry a certain number of slots for advertising on the left hand side. The number of slots for the Homepage is 4 and for other pages its 8. Each of these slots can in turn carry a number of rotating adverts, for the Homepage each slot will carry a maximum of 5, and for the other pages its 10. Every time the page loads the adverts are rotated, once loaded the advert will then not rotate until the page is loaded or refreshed.

With the exception of the Homepage and the Forums page we will try as best as possible to place your ad on a page where it has some relevance to the actual page content. For example if you are an Airport Taxi service we will place your advert on the travel pages. Your advert will always appear on at least one page but can appear on multiple pages, and we may change the page according to appropriateness.

The charge per advert is based on the page it appears on, the Homepage is the most popular page and so it costs the most to appear on it. The reason the Homepage carries such a premium is to discourage too many organisations from appearing on it for prolonged periods of time. We want to give many organisations the chance to appear on the Homepage, therefore by having a higher premium organisations do not advertise for extended periods of time, but it still remains affordable for most organisations to purchase at least a month or two of advertising. The same is true for the forums page.



4 slots on the Homepage  
8 slots on other pages



Rotation sequence (maximum)  
Homepage 1→2→3→4→5  
Other pages 1→2→3→4→5→6→7→8→9→10

### Other methods of advertising

If you have a specific idea in mind of how you would like to advertise your business we are always open for suggestions.

## Newsletter

On our front page we allow visitors to sign up to our newsletter. We circulate this via email once a month it contains the best content from the website. We also carry adverts, we choose these based on performance from organisations that advertise with us and from the offers page.

## Is there a minimum amount of time that we have to advertise for?

For pages such as the Forum, Classifieds and Community Channel the amount of advertising time you get is dependent on how popular your interaction with visitors is.

For paid adverts the minimum is 1 month and the maximum is 12 months. We only have a minimum because otherwise the administrative costs of processing a refund can be quite high in comparison to the monthly charge.

## How do I pay?

We take payment in advance, and our preferred method of payment is a monthly transfer straight into our account, we'll provide this when you sign up. We encourage you to be in-charge of the payments, so if you want to stop at any time, just drop us an email and stop the next payment. We can't offer a monthly pro-rata refund except for the Homepage adverts simply because of administrative costs.

We can also accept cheques and credit cards through Paypal, however, each of these methods has an additional charge that we incur so we discourage their use.

## How do I cancel?

Since you are in charge of the payment you simply stop the next payment, we would also appreciate it if you dropped us an email to say that you are cancelling. We can't offer a monthly pro-rata refund except for the Homepage adverts simply because of administrative costs, for example if you cancel your £4pm advert on the 28<sup>th</sup> of January we can't refund you the remaining 38p.

## How do I get started?

To post on the forum, classifieds pages and community channel simply go to the page sign up and start posting.

For the other types of advertising you can use the Contact Form at <http://www.livingwandsworth.co.uk/advertise.html> alternatively send us an email at [Advertise@LivingWandsworth.co.uk](mailto:Advertise@LivingWandsworth.co.uk) or telephone us on 07939045126 tell us what you need and we'll send you the right form and get you on board as soon as we can.

Looking forward to a welcoming you onto [www.LivingWandsworth.co.uk](http://www.LivingWandsworth.co.uk)