

Advert Rate Card

Use us,
Tell us,
Find us

Total Guide to 'The clue's in the title'

Where previous websites have taken your money & run, we're all about putting the power back in your hands – giving you an unrivalled opportunity to pick & chose how to advertise & learn with us.

How can we help your business?

Confused by how to tap in to your local audience? Wondering how to utilise the growing list of social networks, digital media & print options?

When it comes to successful advertising, we know that you can't put all your eggs in one basket. All your marketing activity needs to compliment your business message consistently: tricky, especially while juggling day to day business tasks.

Enter Total Guide to...

We have a dynamic & experienced team of media professionals with expertise with online advertising, social media, email marketing, feature writing, video production, photography, search engine optimisation & more.

We recognise the internet is now more than just a group of websites; we focus on social media, advertising & engaging customers with information that's tailored to them.

Don't take our word for it...

“ Advertising with Total Guide To is a new level of advertising for us. We at Colleys are working with Liz Ledger to pin point our advertising to the people in Swindon who are most likely to find a bond with the Colleys brand. She researched our business, uses our business, follows & tracks our business & most importantly, understands our business. Time & time again it is proved that the internet is the best way to reach existing & future customers. Total Guide To is my first call if we are introducing or changing any part of the restaurant, menus or promotions.

Total Guide To is a business that really matters. ”

Donald Cartwright – Owner & Head Chef at Colleys Lechlade



Use us... to promote your business exactly the way you want to, for expert social media management & training, & to learn more about e-commerce solutions.

Tell us... more about you & what's going on in your town, how we can make the most of your talents & expertise, & what you want to see on Totalguideto.com

Find us... out & about with our fingers on the pulse, bridging the gap between business & lifestyle in your area, & firmly on the cutting edge of modern media.

Services we offer

- Site sponsorship and advertising from £45+VAT
- Email marketing - 45,900+ registrants; campaigns from £195+VAT
- Social media health-check, set-up, training and management options – From £145+VAT
- Job vacancy advertising from £50+VAT (See reverse)
- Mobile site
- Geomap
- Promotion on our social networks (Twitter, Facebook, LinkedIn & YouTube)

Bespoke Ad-Hoc Packages

- Available for email marketing, editorial, event listings, competitions & offers, promo banners and animated ads. Call or email for your tailored package.

Please turn over for full rate card.

Choose the right package...

total **Introductory Package**




- Profile, guide inclusion, event listings, offers and competitions
- Inclusion in 1x email newsletter
- Amplification on our social networks
- Control panel allowing you to log in and update your adverts

£395 +VAT for 6 months
£595 +VAT for 12 months

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total **Bronze Package**




- Company profile with links, contact info, map, logo & 2 images in all relevant areas
- Control panel allowing you to update events & special offers
- Automatic editorial in all relevant content & guides
- Amplification across our social networks

£125 +VAT per month

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total **Silver Package**

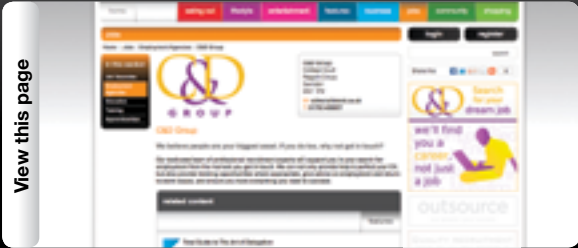


- Subsite front page animated advert (e.g. Entertainment)
- Company profile with links, contact info, map, logo & 3 images in all relevant areas
- Control panel allowing you to update events & special offers
- Small animated advert in all relevant areas
- Automatic editorial in all relevant content & guides
- Monthly front page editorial
- Quarterly inclusion in email newsletter
- Amplification across our social networks

£295 +VAT per month

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total **Gold Package**



- Premium area sponsorship (e.g. STFC, Speedway)
- Company profile with links, contact info, map, logo & 4 images in all relevant areas
- Control panel allowing you to update events, special offers & news
- Automatic editorial in all relevant guides & content
- Medium animated advert in all relevant areas
- Monthly front page editorial
- 2 x dedicated email campaigns
- Bi-monthly inclusion in email newsletter
- Amplification across our social networks
- Job membership

£495 +VAT per month

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total **Platinum Package - Subsite Sponsorship**



- Subsite sponsorship ('sponsored by' logo on every page of subsite e.g. Lifestyle)
- Company profile with links, contact info, map, logo & 6 images in all relevant areas
- Control panel allowing you to update events, special offers & news
- Automatic editorial in all relevant guides & content
- Animated adverts in all relevant areas
- Monthly front page editorial
- 4 x dedicated email campaigns
- Monthly inclusion in email newsletter
- Amplification across our social networks
- Job membership

£795 +VAT per month

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total **Job Advertising (CV upload and search, email alerts, control panel, view stats)**

£50+VAT **£75+VAT** **£99+VAT**

- One-off advert (Duration – up to 3 weeks)
- 1-4 adverts (Duration – up to 3 weeks)
- Job Membership (Unlimited postings plus bronze package)

For more information please contact Liz or Emily:

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