

Grab the Top Spot

on the Business in Berkshire Homepage

Currently the top news spot on our homepage is devoted to our latest slice of Business in Berkshire news. But with over 57,000 site visitors enjoying one of the 200,000 pages they visited during December 2006, we've decided it's time we offered this prime position to you – a great opportunity to put your business in the spotlight.

Business in Berkshire had over 50,000 visitors per month through the last 3 months of 2006, a figure that's been growing steadily. So it really makes sense for us to offer the prime spot on our homepage for sponsorship – it's on the top right of the page, the ideal place to grab every reader's attention.

To kick things off, we're looking for 2 sponsors per month for this space. Each sponsor's news articles will appear in alternate weeks on the Top Spot on our homepage. Not only that, each story will also be given dominance in our daily newsletters, appearing first in the top position, and in a prominent position thereafter.

Let's run through a quick example to show how it works:

Company A and Company B opt to sponsor the Top Spot for one month. Company A kicks off with a news article about their latest promotion. This article appears for one week on the Top Spot on our homepage. It is also featured prominently in every newsletter we send out that week. The following week, we use Company B's first article in the Top Spot and newsletter. In the third week, we revert back to Company A, this time with an article about their latest product (for example). Again the article is given a prominent position in our newsletters as well as on the homepage. In week 4, we do the same for Company B.

Check out these stats for the last 3 months of 2006:

- Visitors – 50,714; 52,442; 57,191
- Pages – 204,507; 194,267; 196,335
- Search Strings – 2,467; 1,991; 2,476

Tons of activity driving traffic to our site, setting a great course for 2007. Through our website and newsletters, we ensure businesses of all shapes and sizes can get their message heard far and wide. Sponsoring the Top Spot is a powerful way to get your business noticed – not just by Business in Berkshire readers, but also by Mr Google and his pals.

If you like the sound of our Top Spot package, just let us know and we'll start the ball rolling. Sponsoring the Top Spot costs £1000 per sponsor per month.



The screenshot shows the Business in Berkshire website homepage. The browser address bar displays "berkshire.co.uk/businessinberkshire/index.html". The page features a navigation sidebar on the left with links such as "Home", "Media Pack", "Previous Newsletters", "JOIN ONLINE TODAY", "Members News", "Members Directory", "Calendar", "BinB News", "Local", "Business", "Editor", "CONTACT", "CUSTOMER SERVICE", "Online", "Recipes", "Sponsors", and "Reminders". The main content area has a header with the "Business in Berkshire" logo and the tagline "Connecting business and people". Below the header, there is a featured article titled "Business in Berkshire provides Online PR for its members". To the right of this article is a "Latest BinB News..." section with a sub-headline "How BinB Helped Microsoft Raise £8000 for the NSPCC". The article text mentions that 57,191 visitors enjoyed one of the 200,000 pages visited during December 2006.

www.businessinberkshire.co.uk

