

Your Beauty Assistant

Advertisement Specifications and Rates effective from 1st January 2011

Here are the sizes, specification details and rates for all advertisements on this site including Home page advertising, recruitment advertising and links/logos for inclusion in the industry directory.

For all enquiries contact **Jonathan Charles 020 8488 9515** or email jon_charles@btinternet.com

Static Advertisements

JPEG file format, supplied at the relevant advertisement size, optimized for the web at a resolution of 72 dpi (dots per inch) in RGB Colour Mode.

Display Advertisement Dimensions and Rates (all display advertising have 28 days duration)

Top Banner Advertisement

960 pixels wide x 95 pixels deep.

Home Page - £750 - All Other Pages £550

Right Hand Column Advertisements

172 pixels wide x 100 pixels deep at a cost of £150

172 pixels wide x 150 pixels deep at a cost of £200

172 pixels wide x 200 pixels deep at a cost of £250

172 pixels wide x 250 pixels deep at a cost of £300

172 pixels wide x 300 pixels deep at a cost of £350

172 pixels wide x 350 pixels deep at a cost of £400

172 pixels wide x 400 pixels deep at a cost of £450

172 pixels wide x 450 pixels deep at a cost of £500

172 pixels wide x 500 pixels deep at a cost of £550

(continued overleaf)

Left Hand Column Advertisements

170 pixels wide x 100 pixels deep at a cost of £100

170 pixels wide x 150 pixels deep at a cost of £150

170 pixels wide x 200 pixels deep at a cost of £200

170 pixels wide x 250 pixels deep at a cost of £250

170 pixels wide x 300 pixels deep at a cost of £300

170 pixels wide x 350 pixels deep at a cost of £350

170 pixels wide x 400 pixels deep at a cost of £400

170 pixels wide x 450 pixels deep at a cost of £450

170 pixels wide x 500 pixels deep at a cost of £500

Animated Advertisements

Animated advertisements should be supplied as a **Flash .SWF** file format, optimised for the web – Prices on application

Recruitment Advertising

£300 for 28 days – please supply a jpeg file of the finished advertisement optimized for the web at a resolution of 72 dpi (dots per inch) in RGB Colour Mode.

Live Links

Live links/hotspots to other URLs or Email addresses via the online directory or

Buyers' Guides

£35 for 6 months -

£55 for 12 months

Both a Logo or Image and a Live Link

Directory pages and Buyers' Guides

£55 for 6 months;

£75 for 12 months

Beauty Showcase or Buyers' Guide Special Promotion

£250 per brand profile (including a live link and image) – term 28 days

Sponsorships

Prices on Application

Design Charges

An additional charge of between £50 to £150 will be made for design of static advertisements. An actual cost will be quoted and agreed prior to design commencing.