



## ADVERTISING RATE CARD 2009

### Directory Listing Options

#### Basic Listing

One of the key requirements of being listed in the top search results on Google is to have relevant and quality links to your website. With this basic listing you can gain a quality link to your website for as little as €20 per annum. The basic listing includes the following:

- Name of Business
- Contact Name
- Address
- Phone/Fax/Email
- Website Address Link
- Google Location Map

**BASIC LISTING PRICE: €20 per annum**

#### Ruby Package

Our Ruby Package is geared towards those who want to do a little more with their online web presence. This package includes the following:

- Your own dedicated web page
- Name of Business
- Contact Name
- Address
- Phone/Fax/Email
- Website Address Link
- 90 words of marketing text
- 6 Images
- Google Location Map
- Service Finder - Bringing your customers to you!
- 1 County
- 1 Button Banner Advertisement (Duration of Package)

#### **RUBY PACKAGE PRICING OPTIONS:**

**€300 for 12 Months / €165 for 6 Months / €90 for 3 Months**

#### Sapphire Package

Our Sapphire Package is a full online marketing package that includes an advertorial in our monthly newsletter. This package includes the following:



- Your own dedicated web page
- Name of Business
- Contact Name
- Address
- Phone/Fax/Email
- Website Address Link
- 400 words of marketing text
- 9 Images
- Google Location Map
- Service Finder - Bringing your customers to you!
- Included in up to 10 Counties
- 1 Newsletter Feature
- 1 Button Banner Advertisement (Duration of Package)

### **SAPPHIRE PACKAGE PRICING OPTIONS:**

**€500 for 12 Months / €275 for 6 Months / €175 for 3 Months**

### **Gold Package**

Our Gold Package is the complete online marketing package that includes an advertorial in our monthly newsletter and banner advertisements. This package includes the following:

- Your own dedicated web page
- Name of Business
- Contact Name
- Address
- Phone/Fax/Email
- Website Address Link
- Unlimited words of marketing text
- 15 Images
- Google Location Map
- Service Finder - Bringing your customers to you!
- Nationwide Listing
- 2 Newsletter Features
- Inclusion in our recommended suppliers section of our Wedding Planner
- 1 Month Featured Advert on 2bweb.ie Homepage
- 1 Button Banner Advertisement (Duration of Package)
- Competition Sponsor (Optional)
- 2 Banner Adverts (100,000 page impressions)

### **GOLD PACKAGE PRICING:**

**€1,000 for 12 Months**



## **Banner Advertising Options**

<b>Button Banner:</b>	€50 per month €139 per quarter €500 per annum
<b>Standard Banner:</b>	€1,000 per 100,000 impressions
<b>Homepage Feature Banner:</b>	€250 per month

*All Prices in this Document Subject to change without notice  
All Prices Exclude VAT*

## **CONTACT INFORMATION**

[www.2bwed.ie](http://www.2bwed.ie)  
[info@2bweb.ie](mailto:info@2bweb.ie)

## **Terms & Conditions**

All Prices Subject to change without notice  
All Prices Exclude VAT

1. For the purpose of these conditions the "Advertiser" shall refer to the contractual principal that is the party responsible for payment of charges arising from the publication of an advert on 2bwed.ie. 2bwed.ie Ltd shall herein be referred to as the "Publisher".
2. An advert is accepted on the understanding that the relationship between the Advertiser and the Publisher is governed by the conditions set out herein. The following terms and conditions apply to every instruction to place an advert on 2bwed.ie. The placement of the order for advertising will be considered an acceptance of these conditions by the Advertiser.
3. These conditions apply in place of and in preference to any terms and conditions offered by the Advertiser when placing an order unless alternative terms are specifically approved in writing by the Publisher when the order is placed.
4. The Publisher retains full discretion as to the contents of 2bwed.ie and reserves the right to refuse or amend advert copy, where absolutely necessary.
5. The Advertiser is required to check the advert on the first day of publication and subsequently thereafter if applicable and to inform the Publisher immediately should there be an error, misprint or omission in the published advert. In the event of an error, misprint or omission the advert will be allowed to appear on 2bwed.ie in its uncorrected form until there is a reasonable and appropriate time for the Publisher to amend or stop same.



6. The Publisher shall not be liable for any omission or inaccuracy in published adverts or for the failure of any advert to appear arising from any cause.
7. Orders are accepted on the understanding that the Publisher is under no obligation to fulfil any order or publish any advert promptly or at all if 2bwed.ie is experiencing technical difficulties or interruption of its services beyond the control of the Publisher.
8. Adverts published on 2bwed.ie should contain nothing that is in breach of the Law nor omit anything that the Law requires nor infringe any voluntary Code of Practice recommended to the advertising profession by the Advertising Standards Authority.
9. Adverts that contain matter that is likely to cause grave or widespread offence or embarrassment or that will render the Publisher liable to any proceedings whatsoever are not permitted on 2bwed.ie.
10. The Advertiser will indemnify the Publisher in respect of any costs, damages or losses suffered by the Advertiser in matters arising directly or indirectly from the production or publication of an advert, or as a result of legal proceedings or threatened legal proceedings arising from the publication of an advert of 2bwed.ie.
11. The Advertiser must disclose the identity of the client and reveal the nature of the product / service to be advertised to the Publisher. The Advertiser must produce any additional information the Publisher deems necessary in respect of an advert. Failing to comply with this request may result in the Publisher cancelling the advert in which case no claim for breach of contract shall arise.
12. The copyright of all artwork and other material which the Publisher and its employees have originated or contributed to shall vest in the Publisher. The copyright of all artwork and other material which the Advertiser and its employees have originated or contributed to shall remain with the Advertiser.
13. Advertisers must accept and conform with the various deadlines, technical requirements and limitations as notified to them by the publisher. Namely, the following materials must be delivered two days prior to the start campaign date:
  - a. Completed and signed Insertion Order (supplied on confirmation of booking)
  - b. Ad banners
  - c. Destination URL (must be complete and functional)
  - d. Alt text (up to 25 characters)
  - e. Contact email address for banner reports

GIF and Flash Lead Time: 2 working days prior to live date

Rich Media Lead Time: 10 working days prior to live date

Acceptance of Superstitials, Eyeblasters and other Streaming advertising is accepted on sight and is subject to publisher testing and approval. Rich Media is defined as anything other than a GIF ad form and could be subject to a higher CPM charge, depending on additional ad-serving costs.

14. **The Advertiser agrees to add a link from the destination website to 2bwed.ie**