

ADVERTISERS' INFORMATION PACK: PACKAGES AND RATES

BLACK LAWYERS' DIRECTORY ADVERTISING PACKAGES, SUMMARY OF FEATURES AND RATES		
ANNUAL PACKAGES		
Packages	Summary of Features	Rates
Platinum	Unlimited number of advertisements. Unlimited number of words. Side banner on the website listing all current job vacancies. Advertisements in the E-newsletters. Banner in the E-Newsletter. 12 month duration.	£5000.00
Gold	Unlimited number of advertisements. 250 words per advertisement. Advertisements in the E-newsletters. 12 month duration.	£3000.00
Silver	Up to 12 advertisements. 50 words per advertisement. 12 month duration.	£1500.00
Silver - Charities and Nfps	Up to 12 advertisements. 50 words per advertisement. 12 month duration.	£750.00
Standard	Up to 5 advertisements. Limited to 25 words per advertisement. 12 month duration.	£500.00
Standard - Charities and Nfps*	Up to 5 advertisements. Limited to 25 words per advertisement. 12 month duration.	£360.00
Banner Advertising	Banner on the website. Banner in the E-newsletters. 12 month duration.	£3000.00

SINGLE ONE-OFF PACKAGES

Single job (Bespoke with banner)	Single advertisement. Limited to 250 words. Banner on the website listing the job ad. 4 week duration.	From £850. Email adverts@onlinebld.com with your specific requirements
Single job (Bespoke without banner)	Single advertisement. Limited to 250 words. 4 week duration.	£500.00
Single job (Super Premier)	Single advertisement. Limited to 150 words. 4 week duration.	£300.00
Single job (Premier)	Single advertisement. Limited to 50 words. 4 week duration.	£180.00
Single job - Charities and Nfps*	Single advertisement. Limited to 25 words. 4 week duration.	£120.00

BLD ADVERTISING PACKAGES AND DETAILED FEATURES

Features	Platinum	Gold	Silver	Silver (Charities and NFPS)	Standard	Standard (Charities and Nfps*)	Single Job (Charities and Nfps*)	Single Job (Super Premier and Bespoke)	Single Job (Premier)	Banner Advertising Only
Unlimited no of adverts	✓	✓								N/A
Up to 12 adverts	✓	✓	✓	✓						N/A
Up to 5 adverts	✓	✓	✓	✓	✓	✓				N/A
Unlimited number of words	✓									N/A
Up to 250 words per advert	✓	✓						✓		N/A
Up to 150 words per advert	✓	✓						✓	✓	N/A
Up to 50 words per advert	✓	✓	✓	✓				✓	✓	N/A
Up to 25 words per advert	✓	✓	✓	✓	✓	✓	✓	✓	✓	N/A
12 month duration	✓	✓	✓	✓	✓	✓				✓
4 week duration	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Adverts in the E-newsletters.	✓	✓	✓	✓	✓	✓	✓	✓	✓	N/A
Banner in the E-Newsletters	✓									✓
Banner on the website	✓							✓ (Bespoke only)		✓

Please note that there are no specially discounted rates for charities and nfps for the gold, platinum, banner advertising and Single Job (Premier) packages. All the rates quoted are exclusive of VAT at the standard rate which is currently 17.50%. Should you however, have any query about advertising in BLD please telephone Debo on her direct number 0845 601 8339 or email her at debo@onlineBLD.com or at adverts@onlineBLD.com.