

THE MANY TASTES OF **ESSEX**

www.essex-focus.co.uk

Dear Advertiser,

August 2018 will see the launch of the first edition of 'The Many Tastes Of Essex', combining dining out, catering, fast food and drink all under one banner. The Guide will be available throughout Essex free to pick up at outlets such as shops schools and nurseries, restaurants, hotels, pet shops, vets, and so on. The directory will cover all aspects of eating out, takeaways, and public houses in Essex, giving you a one stop reference guide to hospitality throughout the county.

Format:

Size: 210 x 147mm (A5) - Paper and Materials: Full colour gloss art - Covers 180 gsm / pages 90gsm

Layout:

Full and half page advertising at the front of each section

The directory will then be split into classifications designed to make each company easy to find according to your speciality:

- Restaurants
- takeaways
- food shops
- farm shops
- catering / catering equipment hire
- pubs
- hotels
- mobile bars
- cafes and coffees shops
- Anything - Eating out

Your advert will also be included in the Essex Focus magazine

Finally, there will be a regional (town based) directory at the back of the directory, where all advertisers will receive a listing under the relevant classified heading, including company name, contact details and web site address if applicable.

You will be invoiced after publication in March 2018, when you will receive a free listing on our website also for the full year. I will be in touch but if you need any other information. In the meantime, please do not hesitate to call me.

Yours sincerely,

Sales Executive
Media Chameleon Ltd - 01582 488385



Media Chameleon Limited,
Suite 6Bi Britannia House, Legrave Road,
Luton, Beds LU3 1RJ
Tel: 01582 488385 Fax: 01582 459776
Email: ads@mediachameleon.co.uk
Company registration number 1637485

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Your free listing will be entered onto the site once confirmation is received, but with a range of options to maximise your online presence, the website offers media solutions for everyone:

Our web site has been designed to be search engine friendly and therefore quickly picked up and indexed by all the major search engines. Search Engine Optimisation technology ensures that with important key words the website is on the first pages of the major search engines. The site is also advertised prominently within the magazine, maximising traffic in Bucks. It is expected that these figures will quickly average 218,000 hits a month, the Essex Focus website will provide you with a cost effective method to reach a whole new set of customers! Set out as packages, we can offer:

- **Listings** – company contact details which can be searched by either product/service or alphabetically by company name.
- **Web Packages** – A variety of packages to increase your web exposure – see below.
- **Banner Advertising** – placed in the most relevant position for you on the directory, either on the front page or under your category listing, this display advertisement can also include a hyperlink.
- **Web Site Design** – if you do not yet have your own company website, talk to our sales team about our web design service. It doesn't have to be a headache, and is a fast and accurate process...you supply the information and images...and we do the rest!

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**MEDIA
CHAMELEON**

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Email back to Media Chameleon Limited – proofs@mediachameleon.co.uk

to book your advert or call us on 01582 4888385

FROM (your name)				
Your company				
Your address				
Your Tel				
Your Fax				
Your web address (URL)				http://www.
Your email				
Your classified category				
Type	Directory Price (mono)	Directory Price (colour)	www Advert	Combined (www / Directory)
CLASSIFIED AND WEB SITE ADVERTISEMENTS				
Classified (24mmx65mm width)		£70.00	Bronze	£175.00
Eighth Page (49mmx65mm width)		£140.00	Silver	£350.00
Quarter Page (97mmx65mm width)		£300.00	Silver	£450.00
Half Page (97mmx133mm width)		£400.00	Gold	£650.00
Full Page (197mmx133mm width)		£800.00	Gold	£1,200.00
WEB ADVERTISING				
GOLD PACKAGE – Up to 25 classified headings, National coverage across all counties, 150 word company profile, Company logo image, display advertisement image, hyperlink, guaranteed first page position on the web site, Full access key (to edit / add or change your details adverts at any time during the year).				£350.00
SILVER PACKAGE - Up to 15 classified headings, coverage across 3 counties, 70 word company profile, Company logo image, display advertisement image, hyperlink, Full access key (to edit / add or change your details adverts at any time during the year).				£250.00
BRONZE PACKAGE – Up to 3 classified headings, coverage across 1 county, 50 word company profile, hyperlink, access key (to edit / add or change your details adverts at any time during the year).				£150.00
ENTRY LEVEL PLUS PACKAGE - 1 classified heading, coverage across 1 county, hyperlink, 30 word company profile, Display advert				£105.00
ENTRY LEVEL PACKAGE - 1 classified heading, coverage across 1 county, hyperlink, 30 word company profile.				£80.00
Home page Hot link – hyperlink and up to 5 words on home page of directory web site				£150.00
Home page Advert Banner (Advert size 120 x 90 pixels) hyperlink, hyperlink text				£300.00
Content Management System Web Site - Please call for more detail - Prices From				£350.00



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