



Caernarfon *things*

**Advertising benefits,
features and rates**

We offer two advertising packages at Caernarfon Things:

- Our **basic** account costs £295 to set up, and has an annual renewal fee of £145
- Our **premium** account costs £495 to set up, and has an annual renewal fee of £195

Our quick comparison chart below shows you the features of each package. Features and benefits of each package are explained in more detail on the next few pages.

	Basic	Premium
Company name, address, phone number, email address, opening hours	✓	✓
Your profile can appear in this many categories:	1	3
Your profile can contain this many links (to your website, your blog, etc):	1	3
Number of keywords allowed	1	5
Your company logo displayed on your profile	✓	✓
Display up to 5 other images on your profile	✗	✓
Number of downloadable documents on your profile	1	3
You can describe your business in this many words on your profile:	150	300
Embed a video on your profile	✗	✓
Add Twitter to your profile	✗	✓
Embed a Google map, showing your business location, on your profile	✗	✓
Add your events to our events page	✓	✓
Promote your business in our newsletter this many times a year:	4	12
Log into our blog as an author, and promote your business whenever you like	✗	✓
One-off setup fee	£295	£495
Annual renewal fee (year 2 onwards)	£145	£195

Next page: package features explained →

Categories

Advertisers can choose which categories and sub-categories their businesses appear in (if there isn't currently a sub-category that's relevant to your business, let us know and we'll create it for you). For example, a firm of solicitors could appear in the services category, but if they also provide commercial law services, they could also appear in the business to business category.

Basic account holders can appear in only one sub-category. Premium account holders can advertise in up to three sub-categories.

Links

One of the benefits of advertising on Caernarfon Things is that you can build valuable links to your own website, your blog, your Facebook or other social networking page, or your profile on an online directory. This helps improve the search engine visibility of your website, and it helps visitors to Caernarfon Things to find out more about your business.

Basic account holders can display one link on their profile. Premium account holders can display up to three links - so you could link to your website, your blog, or any other website of your choice.

Keywords

Building deep links to pages on your website, using relevant keywords as "anchor text", helps search engines understand what your website is about and improves your website's performance in search engine results pages. With our keywords feature, you can deep link to specific products or services on your website.

With a basic Caernarfon Things account you can display one deep-linked keyword on your profile. With a premium account, you can display up to five keywords.

Images

All advertisers can display their company logo on their profile. However, premium account holders can also add up to five other images - for example photos of products, employees, the shop front, a screen grab of your website, etc.

Documents

All advertisers can add downloadable PDF documents to their profiles. Documents can include menus, price lists, sales leaflets, money off vouchers, or any other document that can be saved in PDF format. This can be very useful for visitors to your profile - for example, if you're advertising a restaurant, a visitor might like to see your menu before calling you to book a table.

If you don't have any PDF documents and would like us to

create one for you, please get in touch and let us know your requirements, and we'll prepare a quote for you.

Video

Premium profiles can contain one video, embedded from a video hosting service such as YouTube, Vimeo or MySpace.

Twitter

If you're a Twitter user, we can add the following Twitter functionality to your Caernarfon Things profile page:

- A "follow me" link to your Twitter profile
- A "Tweet this" link—visitors to your Caernarfon Things page can click this link to update their own Twitter status to say "reading [your company's] profile on Caernarfon Things—[link]"
- A Twitter feed which automatically shows your latest status update on Twitter.

The Twitter feature is only available to premium account holders.

Google map

Premium profiles include an embedded Google map, to help visitors find your business.

If you have a Google Local Business profile, we'll make sure the Google map on your Caernarfon Things page links to your Google profile.

Events

All advertisers can add their events—for example sales, open days etc—to our events page at any time.

Newsletter

Visitors to Caernarfon Things can choose to subscribe to our monthly newsletter if they'd like to be kept up to date with what's going on in Caernarfon.

All advertisers have the opportunity to provide us with their latest news for publication in our newsletter.

Basic account holders can publish four news stories per year in the newsletter, but premium account holders can publish up to twelve stories per year.

Blog

If you become a premium advertiser on Caernarfon Things, we'll give you a username and password for our blog, so you can set up an author profile and add your own press releases, opinion pieces and other articles to our blog whenever you like.

Next page: benefits of advertising on Caernarfon Things →

- Excellent value for money—local newspaper ads can cost hundreds of pounds but typically last just one week. For as little as £295, you can advertise on Caernarfon Things all year round, and be found by tourists as well as by local customers. And because our site is bilingual, you'll get two profile pages—one in Welsh, one in English.
- Translation of your profile is included in the setup fee—it doesn't cost any extra, and there's no extra work involved for you.
- Improve your website's traffic and search engine visibility—deep linked keywords help your website be found by visitors and search engines.
- If you don't already have a website, your Caernarfon Things profile will help you to create an effective, professional web presence at a lower price than the average website build.
- Be found by Caernarfon's residents, tourists and other visitors—help them to easily find your contact details and opening hours.
- Your profile page is guaranteed ad-free, so there's nothing to distract visitors from your company details.
- Choose the categories and sub categories you'd like to advertise in. If your preferred sub-category doesn't already appear on the site, we'll create it for you.
- Downloadable documents can extend your profile by many pages, adding even more value for money. For example, you could include your corporate brochure in your downloads. Hosting of your documents is included in your setup fee—it doesn't cost extra.
- Broadcast your company's news in our monthly newsletter—basic account holders can include their news in our newsletter four times a year, and premium account holders 12 times a year.
- Premium account holders can also promote their businesses at any time by posting their opinion pieces, news, press releases and other articles on our blog. You can add your images and videos to your blog posts, and engage with blog visitors by replying to any comments your posts receive.
- Be part of the Twitter phenomenon—your premium profile will include a “follow me” link to your Twitter page, a “Tweet this” link, and an automatically updated feed showing your latest Twitter update.
- The company behind Caernarfon Things is owned and managed by experienced, qualified marketing professionals. Behind the scenes, we're working hard to promote Caernarfon Things and to bring visitors to the site.
- Be the first to know about new features added to Caernarfon Things, through our exclusive members' newsletter.
- We'll support you along the way—if you have any questions or need any help, we're just an email away.

Next page: [how to sign up as an advertiser](#) →

1

Decide whether you'd prefer a basic account or a premium account.

- A basic account costs £295 to set up, and on every anniversary of your account being created, there is an annual renewal fee of £145.
- A premium account costs £495 to set up, and on every anniversary of your account being created, there is an annual renewal fee of £195.

2

Fill in the advertising enquiry form at <http://www.caernarfon-things.co.uk/apply.html>

3

When we've received your enquiry form we'll send you the following documents by email:

- An application form for the advertising package of your choice
- An invoice for the one-off account setup fee

4

When your payment has cleared, we'll set up your profile using all the information you've provided in your application form. You'll have the opportunity to preview your profile before it goes live, and make changes if necessary. We'll support you throughout the entire process—if you have any questions, we're just an email away.

5

Once your profile is live, we'll promote it:

- We'll send updates, with links, to our Twitter followers
- We'll update our blog with links to your profiles
- We'll include links to your profiles in the "new members" section of the next newsletter we send to our subscribers