Online Advertising

Why Advertise Online?

- Create brand awareness
- Product launch or special promotion
- Target a specific audience
- More cost effective than other media
- Facility to change the advert as often as you like
- Full tracking and reporting available

EGPL monthly figures	
Unique visitors	133,742
Visits	231,305
Page impressions	1,684,463
Search engine referrals	86,688
Companies advertising	1,154
Properties advertised	35,700

EGi monthly figures	
Unique visitors	42,159
Visits	185,660
Page impressions	1,239,853
Paid subscribers	21,577
Companies subscribing	2,819
Average session	10 mins

EGi is the UK's leading online news, research and information service for the commercial property market, providing an audience of highly targeted property professionals.

EGPropertylink (EGPL) is the UK's premier commercial property listings site. Free to access and search, the site attracts thousands of occupiers and investors actively seeking available property.

Where Can I Advertise?

EGPropertylink

Banners – can be targeted or run of site

Run of Site banner	£25 cpm*
Targeted banner	£30 cpm*
Home page, Search page	
Keyword banner	£275 per month
(ie Manchester)	

Skyscrapers – fixed and contain up to five links

Sector skyscraper	£1,000 per month
(ie Industrial)	

Buttons

Double button	£250 per week
(Home page)	

EGi

Banners – can be targeted or run of site

Run of Site banner	£25 cpm*
Targeted banner	£30 cpm*
News, Marketplace, Legal, Companies and People, Research, Community	

Skyscrapers – fixed and contain up to five links

Marketplace home, EG archive	£1,000 per month
News home, Deals search, Companies, Who's Who, Legal, Home page	£2,500 per month
News detail	£4,000 per month

Buttons

Quick Search	£750 per month
Quick Guide	£750 per month

* a minimum of 30,000 page impressions applies

All figures quoted are from our publisher's statement May 2005

For more information, call 020 7911 1718

Note to Advertisers: Advertisers are reminded of their legal obligations under the Sex Discrimination Act 1975, Race Relations Act 1976 and Disability Discrimination Act 1995.

Members of the EG group
First choice for property information

Online advertising
Banners



Key points:

- can appear on specific pages or across the site
- top of page prominence
- can support animated messages
- links directly through to your website or pages
- full detailed reports on the success of your campaign

EG*i* is the UK's leading online news, research and information service for the commercial property market. It is the essential business tool for thousands of commercial property professionals, providing a very effective vehicle for communicating your marketing message.

Online advertising is one of the most cost-effective means of letting our audience know about your products and services. A sustained banner advertising campaign will be very effective in strengthening your corporate brand.

Banners also offer our users the opportunity to respond immediately to your message, enabling them to click through to your website or specific pages.

Confidential online reports are available detailing your campaign's success. You'll even be able to change elements of your campaign while it's running, so you can ensure you are getting the most out of your exposure to the key property players on the EG Group sites.

Banner advertising costs are based on the number of ads delivered (impressions).
A minimum booking of 30,000 impressions applies.

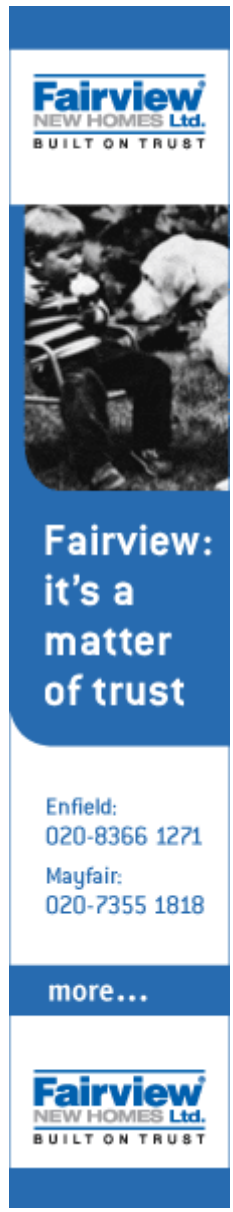
Costs:

Run of Site	**£25 per 1000 ads delivered**
Targeted	**£30 per 1000 ads delivered**

Please note: for all advertising a maximum file size of 15k is applicable. We cannot accept rich media advertisements for banners

Online advertising
Skyscrapers

Key points:
- exclusive – only your advertisement will appear in the period
- fixed position
- can contain multiple messages and links
- remains visible, even when scrolling to the bottom of the page



EG*i* is the UK's leading online news, research and information service for the commercial property market. It is the essential business tool for thousands of commercial property professionals, providing a very effective vehicle for communicating your marketing message.

Online advertising is one of the most cost-effective means of letting our audience know about your products and services. The fixed skyscraper is particularly effective in strengthening your corporate brand.

Skyscrapers also offer our users the opportunity to respond immediately to your message, and can support multiple links for them to click through to different parts of your own website.

Confidential online reports are available detailing your campaign's success at the click of a button. You'll even be able to change elements of your campaign while it's running, so you can ensure you are getting the most out of your exposure to the key property players on the EG Group sites.

Skyscrapers offer an exclusive, fixed position on the most popular pages on EGi. Positions are available on a monthly basis.

Costs:

Market Place home, EG archive	**£1,000 per month**
News home, Deals search, Companies, Who's Who, Legal, Home Page	**£2,500 per month**
News Detail	**£4,000 per month**

Please note: for all advertising a maximum file size of 15k is applicable. We cannot accept rich media advertisements for banners