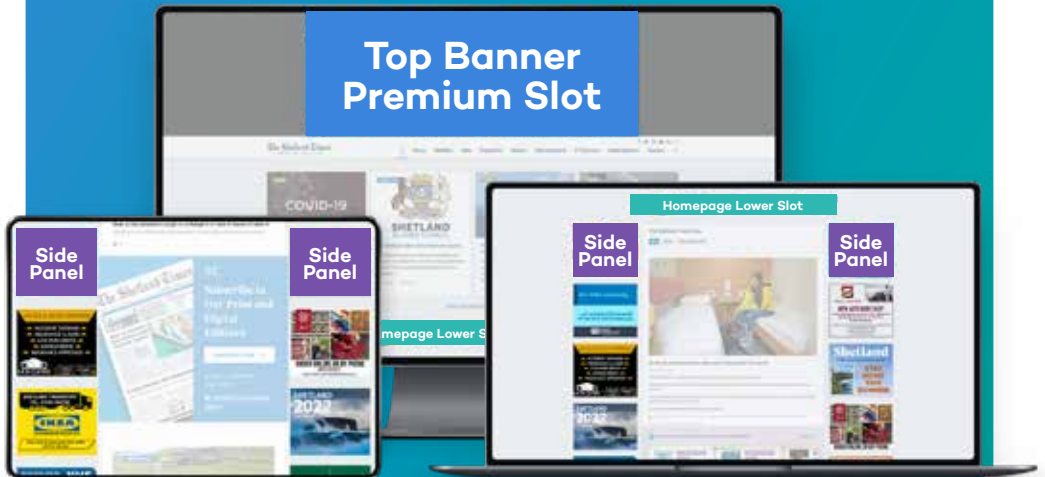




Connecting with customers

On-screen Advertising Options



Effective from: **1st January 2025**

All our web slots have the potential to get you noticed in the online environment.

We overcome the noise, clutter and distractions readers find when using online devices by making your adverts highly prominent.

All adverts are optimised, easily accessible and viewable on a wide range of mobile devices. Customers find adverts easy to read whatever their choice of device.

Contact us today to discuss which of the discounted packages will work well for you. We have one month, three month, six month or a full year's promotions available.

The longer you book, the bigger the discount and saving!

Phone: 01595 742000

Email: a.dodge@shetlandtimes.co.uk (Alex)

k.mullay@shetlandtimes.co.uk (Karen)

adverts@shetlandtimes.co.uk

Top Banner Premium Slot



Maximum TWO adverts which rotate upon refreshing page

1170 x 440 Pixels

£250 +VAT per month

Do you want to get noticed online? Do you want online viewers to see and engage with your company?

Look no further than getting us to design and create eye-catching artwork before placing your organisation within our premium

YOU CAN'T MISS ME

advertising slot at the top of our news website home page.

Your advert will also be **HIGHLY VISIBLE ON A FURTHER 18 PAGES** of our website.

There are **ONLY TWO SLOTS AVAILABLE** so **BOOK TODAY!**

Adverts will be linked to the URL of your choice.

Multiple booking discount rates

3 month run	£712
6 month run	£1,350
12 month run	£2,400

Homepage Lower Banner Slot



Maximum **FOUR** adverts which rotate upon refreshing page

1456 x 180 Pixels

£120 +VAT per month

Positioned above our popular “Shetland Times Live Feed”, where all the latest stories are constantly being updated throughout the day, this advert slot should be seen by everyone.

A further bonus is that **YOUR ADVERT WILL ALSO APPEAR ON 15 OTHER PAGES TOO**, so customers have many opportunities to click, view and buy.

There are a maximum of **FOUR SLOTS AVAILABLE** so call us to **RESERVE A SPACE!**

Adverts will be linked to the URL of your choice.

Multiple booking discount rates

3 month run	£342
6 month run	£648
12 month run	£1,152

Side Panels



Maximum 24 adverts
which rotate upon
refreshing page

600 x 500 Pixels

£80 +VAT per month

Vertically bordering all our live news feed stories when viewed on a PC or laptop, we have space for up to 24 adverts. If viewed on a mobile phone, **YOUR ADVERTS APPEAR WITHIN THE NEWS STORY FEED** so are seen as the reader scrolls (no side scrolling to find your advert).

Your advert will change position each time the page is refreshed so it will catch our readers' attention in a variety of locations.

APPEARING ON MANY PAGES WITHIN OUR WEBSITE, your advert will be seen by an extremely varied viewing public. Tap into this audience to help win more orders by **JOINING US TODAY**.

Adverts will be linked to the URL of your choice.

Multiple booking discount rates

3 month run	£228
6 month run	£432
12 month run	£768

Properties Page



Adverts rotate upon refreshing page
600 x 500 pixels

£50 +VAT per month

Max 16 slots

EXCLUSIVELY for solicitors, estate agents, property management services and tradespeople linked to the property sector. This tailored, targeted advertising speaks directly to those investing in properties.

It's impossible to miss your adverts as readers browse the various properties that we **UPDATE EVERY WEEK**.

Only current properties are shown so viewers in the market for a local property read this page regularly. Bespoke advertising slots, perfect for you to **TAKE ADVANTAGE OF TODAY** if your services are linked to this sector.

Adverts will be linked to the URL of your choice.

Multiple booking discount rates

3 month run	£142
6 month run	£270
12 month run	£480

More online advertising options

T: 01595 742000



The Shetland Times

- Weekly newspaper, published in print and digitally every Friday.
- Display (full-colour or mono) and lineage advertising.
- Regular and annual full colour “Special Features” are available throughout the year.
- **Email: adverts@shetlandtimes.co.uk**



The Shetland Directory and Classified Business List

- The “Shetland phonebook” print edition includes a Classified Business List, as well as A to Z listings of business numbers and residential numbers, website and email addresses.
- Various display advertising options offered in the print edition.
- Online banner advertising slots are also available on directory.shetlandtimes.co.uk.
- **Email: directory@shetlandtimes.co.uk**



Shetland Accommodation Guide (print and digital editions)

- Gold, Silver or Bronze packages offered. Packages include both print and online adverts.
- Full-colour run-of-magazine display advertising in the print/digital edition also available.
- Limited online banner slots available at www.shetlandvisitor.com
- **Email: info@shetlandtimes.co.uk**



Shetland Visitor (print and digital editions)

- Full-colour run-of-magazine display advertising in the print/digital edition available.
- Limited online banner slots available at www.shetlandvisitor.com
- **Email: info@shetlandtimes.co.uk**

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