

THE MOTHERLOAD STORE & DIRECTORY

RATE CARD



THE MOTHERLOAD STORE (TMS) (RETAIL ONLY)		THE MOTHERLOAD DIRECTORY (TMD)	
Basic listing in TMS (Includes spot design, copy, links to products, iteration approval, image source & manipulation, recommendation section. 2 revisions included)		Basic listing in TMD (Includes spot design, copy, links to your site, iteration approval, image source & manipulation, implied recommendation, 2 revisions included)	
3 Months	£40	3 Months	£25
6 Months	£60	6 Months	£45
12 Months	£100	12 Months	£80

HOMEPAGE			
Campaign Length (weeks)	6	12	
Header full width Size: 1150 x 200	£250	£450	
Footer full width Size: 1150 x 350	£150	£280	
Mid Page full width Size: 1150 x 200	£200	£350	

RUN OF SITE (ROS) <i>(Excludes Homepage)</i>			
Campaign Length (weeks)	6	12	18
Rotational Sidebar (Advert Supplied) Size: 320 x 320 <i>Where advert cannot be supplied, Design Service must be purchased</i>	40	60	80
Design Service Basic Service (design inc. copy and image, 2 revisions, standard template) Bespoke Advert (coming soon)			30 QUOTE

ADVERTORIAL	
Full length feature 1 week Homepage visibility, Features area for further 11 weeks. Service includes homepage (mid page) spot for 1 week. Article will be written by our editorial team following telephone or skype interview. Includes up to 3 images throughout article, 3 products recommended by 'The Motherload Loves' with photos and fully linked to your site, copy, image sourcing and sizing all included. Implied recommendation of your brand by The Motherload. Includes 2 revisions.	£150
Inclusion in Slider (top of homepage) – 2 days	£50

SUBSCRIBER EMAILS	Per Email
TMS/TMD spot featured in weekly roundup email to subscribers. Featuring logo, product image, linked to your homepage. Discount advertised alongside.	£5

DISCOUNTS
RATE WILL BE DISCOUNTED FOR ALL BUSINESSES WHO OFFER A DISCOUNT TO OUR SUBSCRIBERS*. <i>ie. If you offer a 15% discount, we will reduce your total listing and advertising rates by 15%.</i> *Not general registered members.

PACKAGES
We can build bespoke packages to your advertising needs, and tailor to your budget. Contact us at hello@the-motherload.co.uk to get started!