

Advert Rate Card

Total Guide to Swindon 'The clue's in the title'

Where previous websites have taken your money & run, we're all about putting the power back in your hands – giving you an unrivalled opportunity to pick & chose how to advertise & learn with us.

How can we help your business?

Confused by how to tap in to your local audience? Wondering how to utilise the growing list of social networks, digital media & print options?

When it comes to successful advertising, we know that you can't put all your eggs in one basket. All your marketing activity needs to compliment your business message consistently: tricky, especially while juggling day to day business tasks.

Enter Total Guide to Swindon...

We have a dynamic & experienced team of media professionals with expertise with online advertising, social media, email marketing, feature writing, video production, photography & more.

We recognise the internet is now more than just a group of websites; we focus on social media, advertising & engaging customers with information that's tailored to them.

Don't take our word for it...

“ Advertising with Total Swindon is a new level of advertising for us. We at Colleys are working with Liz Ledger to pin point our advertising to the people in Swindon who are most likely to find a bond with the Colleys brand. She researched our business, uses our business, follows & tracks our business & most importantly, understands our business. For anyone unsure of the benefits of social media in business, or if you regularly use social media, they have an expert in @socialpolly.

Time & time again it is proved that the internet is the best way to reach existing & future customers. Total Swindon is my first call if we are introducing or changing any part of the restaurant, menus or promotions.

Total Swindon is a business that really matters in Swindon. ”

Donald Cartwright – Owner & Head Chef at Colleys Lechlade

Use us,
Tell us,
Find us



Use us... to promote your business exactly the way you want to, for expert social media management & training, & to learn more about e-commerce solutions.

Tell us... more about you & what's going on in your town, how we can make the most of your talents & expertise, & what you want to see on TotalSwindon.com

Find us... out & about with our fingers on the pulse, bridging the gap between business & lifestyle in Swindon, & firmly on the cutting edge of modern media.

Services we offer

- Site sponsorship & advertising (prices from £17.50+VAT per month)
- Email Marketing (6,000 registrants) from £145+VAT to £495+VAT
- Social media set up, training & management (from £245+VAT for half day) Social media health check from £145+VAT
- Promotion on our social networks (Twitter, Facebook, LinkedIn & YouTube)
- Video production – POA · Event & business photography – POA
- Website design, hosting & management – POA
- Company branding, merchandise, signs & graphics – POA

Bespoke Ad-Hoc Packages

- Available for email marketing, editorial, event listings, competitions & offers, promo banners and animated ads. Call or email for your tailored package.

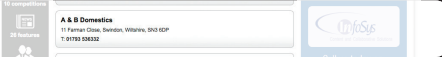
Please turn over for full rate card.

Choose the right package...

All membership prices are based on a 12 month agreement.

total Standard Listing

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- Company name, tel no, address, website link in A-Z & one category

£17.50+VAT per month

total Basic Package



- Company profile with links, company logo & 1 photo in up to 3 categories
- Control panel allowing you to add events, special offers & view stats

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£45+VAT per month

total Bronze Package

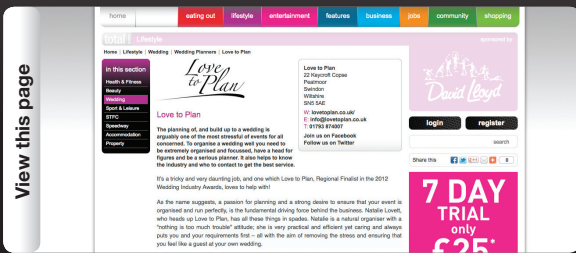


- Company profile with links, contact info, map, logo, links, 2 images in all relevant areas
- Control panel allowing you to update events & special offers
- Animated advert in all relevant areas
- Automatic editorial in all relevant content & guides
- Amplification across our social networks

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£125+VAT per month

total Silver Package



- Subsite front page animated advert (e.g. Entertainment)
- Company profile with links, contact info, map, logo, links, 3 images in all relevant areas
- Control panel allowing you to update events & special offers
- Animated advert in all relevant areas

- Automatic editorial in all relevant content & guides
- Monthly front page editorial
- Quarterly inclusion in email newsletter
- Amplification across our social networks

£295+VAT per month

total Gold Package



- Premium area sponsorship (e.g. STFC, Speedway)
- Company profile with links, contact info, map, logo, links, 4 images in all relevant areas
- Control panel allowing you to update events, special offers & news
- Animated adverts in all relevant areas
- Automatic editorial in all relevant guides & content

- Monthly front page editorial
- 2 x dedicated email campaigns
- Bi-monthly inclusion in email newsletter
- Amplification across our social networks
- Job membership

£495+VAT per month

total Platinum Package - Subsite Sponsorship



- Subsite sponsorship ('sponsored by' logo on every page of subsite e.g. Lifestyle)
- Company profile with links, contact info, map, logo, links, 6 images in all relevant areas
- Control panel allowing you to update events, special offers & news
- Animated adverts in all relevant areas
- Automatic editorial in all relevant guides & content

- Monthly front page editorial
- 4 x dedicated email campaigns
- Monthly inclusion in email newsletter
- Amplification across our social networks
- Job membership

£795+VAT per month

For more information please contact us on
01793 979859 or email info@totalswindon.com

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