

The UK Sponsorship Database

Rate card 4

Banner rates

All rates are 'per month'

Full banner (468w x 60d pixels)

Positions available for full banners:
top of Home page, foot of Home page,
top/foot of Category Home pages,
run-of-category, run-of-site.

'Categories' means Arts, Cause-related,
Education, Media, Sport, Other,
Showcase.

Top of home page of site: £250.00 pm

Foot of home page of site: £125.00 pm

Top of home page of category

Section: £125.00 pm

Top of specified sub-section page

(eg Dance): £60.00 pm

'Run-of-site' (includes any category,
news or other page): £30.00 pm

Skyscraper (120w or 140w x 600
pixels)

Home page: £300.00 pm

Other specified positions: £200.00 pm

Run-of-site: £100.00 pm

Vertical banner (120w or 140w x
240d pixels)

Home page: £150.00 pm

Other specified positions: £80.00 pm

Run-of-site: £60.00 pm

Half banner horizontal (234w x 60d
pixels)

Home page: £100.00 pm

Other specified positions: £50.00 pm

Run-of-site: £30.00 pm

Button 1 (120w or 140w x 90d pixels)

Home page: £80.00 pm

Other specified positions: £50.00 pm

Run-of-site: £30.00 pm

Button 2 (120w or 140w x 60d pixels)

Home page: £50.00 pm

Banner formats

The diagram illustrates various banner formats. At the top is a wide 'Full banner' (468 x 60). Below it are two 'Button' formats: 'Button 1' (120 x 90 or 140 x 90) and 'Button 2' (120 or 140 x 60). A 'Vertical banner' (120 x 240 or 140 x 240) is shown in the center. To the left is a tall 'Skyscraper' (120 x 600 or 140 x 600). At the bottom is a 'Half banner' (234 x 60).

Recent traffic data

Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2010	18707	33272	123623	1114298	15.40 GB
Feb 2010	19727	33535	125401	1220195	15.72 GB
Mar 2010	21615	40258	154889	1469502	19.68 GB
Apr 2010	19066	37612	162527	1302359	18.74 GB

Agency commission to recognised agencies: 15%

Contact details

Telephone/fax:

01354 740916 (UK)

+44 (1) 354 740916 (outside UK)

Web address:

www.uksponsorship.com

email: info@uksponsorship.com

Postal address:

uksponsorship.com Ltd.
Huntingdon Business Centre
Blackstone Road
Huntingdon
Cambridgeshire
PE29 6EF

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Technical specifications

Contact no. for queries:

01354 740916 -Richard Fox

E-mail: info@uksponsorship.com

Please ensure that you provide the following information:

the **URL** to which your advertisement should be linked;

a **contact name/number** for technical queries;

alt text - text to appear in place of your advertisement for old browsers or if graphics are turned off.

We can accept advertisements via a URL reference or via e-mail as an attachment.

Copy dates

Copy instructions and material are normally required **five working days** before the appearance of the ad.

This period may be shorter by arrangement. In the case of advertisements where we work with you to develop more complex ads., copy date will be flexible.

Banner specifications

uksponsorship.com Ltd ("Sponsorscape", "The UK Sponsorship Database") accepts most standard banner sizes.

Note: we reserve the right to reject banners on the grounds of file size, unacceptable copy, excessive download time, interference with the overall coding of our site (eg with alignment controls, etc.)

<u>Banner type</u>	<u>Size</u>
Skyscraper (max. 30 kbs)	140 wide by 600 high
Full banner	468 wide by 60 high (max. 30 kbs)
Half banner	234 wide by 60 high (max. 30 kbs)
Vertical (max. 30 kbs)	140 wide by 240 high
Button 1	140 wide by 90 high (max. 30 kbs)
Button 2	140 wide by 60 high (max. 30 kbs)

Preferred file types: GIF, GIF89A, JPEG, JAVA, HTML

Animated banners: no restrictions on looping

Externally-served advertisements must take no longer than 5 seconds to download.

Where forms are included, the **GET** method of transmission must be used to allow for tracking.

In the case of **video banners**, please provide both an object declaration for the video banner and a standard ad. banner. The serving of the video banner will be the client's responsibility

Please remember that the maximum length for a URL is **256 characters**

- We do not accept banners (i) that require the user to have a particular plug-in, or (ii) with sound.
- If an ad. banner sends cookies, this must not disrupt display of graphics or text, including cases in which the client browser rejects the cookie/certificate.

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Terms and Conditions

1. Definitions

- (a) "**The Company**" means uksponsorship.com Ltd, owners of **The Website**.
- (b) "**The Advertiser**" means a person, firm, company or organisation making a booking, otherwise than through an **Advertising Agent** or **Advertising Agency**.
- (c) "**Advertising Agent**" or "**Advertising Agency**" means a person, firm, company or organisation which carries on the business involved in selecting and buying advertising space on internet websites.
- (d) "**The Buyer**" means a person, firm, company or organisation which is principal in a transaction in which advertising space or a **Listing** on **The Website** is purchased from **The Company** and including its successors or assigns.
- (e) "**Listing**" means either a free or paid-for entry in the lists of sponsorship opportunities or in that part of **The Website** which is called "Sponsorship Showcase".
- (f) "**Banner**" means either a free or paid-for display advertisement.
- (g) "**Advertising Copy**" means advertising material or material for use as a **Listing** on **The Website**, whether in printed or electronic form.
- (h) "**Copy Date**" means the latest date by which **Advertising Copy** or material for a **Listing** must be received by **The Company** in connection with a booking.
- (i) "**Working Day**" means Monday to Friday inclusive in each week, with the exception of any Bank Holiday or Public Holiday.
- (j) "**The Website**" means the internet website whose home page is located at the URL <http://www.uksponsorship.com>.
- (k) "**The User**" means a person visiting the site and viewing a page or pages within it.

2. Acceptance of Terms and Conditions

The viewing by **The User** of three or more pages within **The Website** shall be deemed an acceptance of these terms and conditions by **The User**. The placing of an order with **The Company** by **The Buyer** shall be deemed an acceptance of these terms and conditions by **The Buyer**.

3. Copy Date and acceptance of advertisements

Advertising Copy and material for **Listings** and/or **Banners** must be delivered not less than 5 **Working Days** before the scheduled start date of the publication of the advertisement or **Listing** on **The Website**. If **Advertising Copy** or material for **Listings** is delivered later than the **Copy Date**, **The Company** will be under no obligation to refund any part of the cost of the booking, even if the **Advertising Copy** or material for **Listings** arrives later than the end date of the booking. **The Company** reserves the right at its absolute discretion to omit, decline, suspend or change the position of any advertisement which it accepts for publication. **The Company** reserves the right to require **Advertising Copy** or material for **Banners** or **Listings** to be amended to meet its approval or the approval of legal or other regulatory authorities or statute. **The Company** may decline to publish any advertisements received without giving any reason for doing so, but **The Buyer** shall not be liable to pay for the advertisement.

4. Checking of advertisements and Listings

It is **The Buyer's** responsibility to check the accuracy of the **Banner** advertisement or **Listing** as displayed on **The Website**.

5. Warranties and Undertakings

Whilst **The Company** takes every care to ensure the accuracy of the content of **The Website** and the integrity of the organisations and companies listed, all details provided herein are offered in good faith only and **The Company** accepts no liability for any claim or actual loss arising out of use made of information and/or advertisements contained within this internet site, its associated newsletter(s) or any other of its associated publications by **The User**. **The Company** makes no warranty that any advertisement or **Listing** booked to appear on **The Website** will deliver any specific benefit to **The Buyer** or **The Advertiser**, whether in terms of audience, 'click-throughs', sales, awareness, profits or any other material or non-material effect. **The Buyer** warrants that no **Advertising Copy** or materials for **Listings** or **Banners** supplied for publication on **The Website** will breach any trademark, copyright, patent, license rights or any other rights of any third party or be defamatory. **The Buyer** warrants that nothing contained in the **Advertising Copy** supplied in connection with a booking will infringe UK data protection legislation. **The Buyer** will ensure that none of the electronic media (eg disks or hardware) containing the **Advertising Copy** or materials for **Listings** or **Banners** is or has been affected by any virus or harmful contaminant or malfunction. **The Buyer** will keep **The Company** indemnified against all actions, proceedings, liabilities and costs arising whether directly or indirectly from the publication or handling by **The Company** of any **Advertising Copy** or material for a **Listing** or **Listings** or **Banner** or **Banners** supplied by **The Buyer** or his successors or assigns. **The Company** may remove or omit any **Listings** or **Banners** which are clearly out of date or where it believes the listing contains information which is clearly erroneous and/or misleading.

6. Advertising agencies and commissions

If **The Buyer** is an **Advertising Agent** or **Advertising Agency**, **The Buyer** shall be deemed to contract with **The Company** as principal and will be responsible for the payment of all accounts and will have full authority over all bookings made and approval or amendment of **Advertising Copy** or material for **Listings** or **Banners**. Agency commission (as a

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Terms and Conditions (continued)

discount from the gross rate agreed at the time of booking) of 15% on **Banner** advertisements will be payable to all Advertising Agencies recognised as such by **The Company**, at the discretion of **The Company**. Agency commission will not be paid in connection with **Listings**.

7. Liability for loss

Whilst **The Company** will endeavour to take every care in the handling, transmission, recording, delivery and processing of **Advertising Copy**, material for **Listings** and any other material supplied, **The Company** cannot accept liability arising out of any loss, damage or delay thereof, whether the **Advertising Copy**, material for **Listings** or other material has been received by **The Company** or not. **The Company** cannot accept liability for any damages or losses, including loss of business, profits or revenue, arising out of the use of, the intermittent appearance of, the changed layout of, the technical malfunction of, or the inability to access, **The Website**. **The Company** makes no warranty that **The Website** or any websites to which it is linked is or are free from computer viruses or other malicious computer programs. **The Company** shall not be liable for any losses sustained by **The Buyer** caused by the presence on **The Website** of material, links or links to material, created by any third party.

8. Advertisement rates and rates for Listings

Advertisement rates are subject to increase at any time. In the event of an increase, **The Buyer** will have the option to cancel without a surcharge or continue at the new rates. **The Company** may from time to time make special charges for certain types of advertisements.

Prices charged for Gold and Platinum **Listings** are one-off costs. If rates for **Listings** are increased, such new rates will not apply to **Listings** already booked. Any sponsorship opportunity **Listings** or **Sponsorship Showcase Listings** included as free bookings prior to the levy of Gold and Platinum rates may remain as free bookings until otherwise classified, at the discretion of **The Company**. In the event that **The Company** determines that payment will be required for **Listings** or **Sponsorship Showcase Listings** included as free bookings prior to the levy of Gold and Platinum rates, the free entries will be deleted, save only that **The Buyer** will be offered the option to book at the existing rates. **The Company** reserves the right at its sole discretion to change the layout, order, format and sequence of **Listings** on **The Website** and **The Buyer** accepts that in the event that such layout, order, format and sequence is or are changed, no rebate of payment(s) made will be due.

9. Cancellation of advertisements

Any booking may be cancelled by **The Buyer** or **The Company** provided that cancellation is received in writing not less than ten **Working Days** prior to the first publication date booked for the advertisement.

10. Accounts

Credit is granted at the discretion of **The Company**. Where credit terms are agreed, payment for advertisements shall be due monthly, on or before the 10th of the month following the appearance of the advertisement. Payment for Gold and Platinum sponsorship opportunity **Listings** shall become due 14 days after the appearance of the **Listings**. In the event of late payment, **The Company** shall have the option to impose interest payments amounting to a surcharge of 4% per above Base Rate accruing from day to day, both before and after judgement. Payment for all **Listings** shall be due in advance of appearance of the **Listing**.

11. Change of terms and conditions.

The Company may make changes to these terms and conditions at any time, but will post notice of such changes to **The Website** and will on request make available a copy of the new terms and conditions to **The Buyer**.

12. Jurisdiction

The contract which is embodied in these terms and conditions shall be governed by the law of England and the parties to it hereby submit to the exclusive jurisdiction of the English courts.