



Daily Information

www.dailyinfo.co.uk

First Floor, 121 Cowley Road, Oxford OX4 1HU

01865 241133 F: Daily

info@dailyinfo.co.uk

T: @DailyInfoOxford

Recruitment Advertising with Daily Information

Daily Info, Oxford, offers fast, effective advertising at reasonable rates, reaching audiences both in Oxfordshire and beyond.

Our **website** receives over 10,000 visitors per day, and we display the **printed sheet** in over 400 locations around the city (ranging from pubs & libraries to offices, colleges & cafés), each of which has at least 30 visitors a day.

All our advertising appears both in our printed sheet, and online. All prices quoted are for one week's advertisement in the appropriate column online, and in one issue of the printed sheet - see our information on issue dates, below.

Advert Types & Prices

Line ads are plain text. These appear in the printed sheet and in larger type on the website. There is no word limit, and the first few important words are in bold. Paid line ads cost **50p/word/issue + VAT**. Live links can be included.

Display box ads are much larger, more prominent, and more eye-catching. They appear in the printed sheet (in black and white) and at the top of the page on the website (in colour). These adverts are also linked to from the revolving ad space on our homepage, and our review and feature pages.



All our box ads are linked to from the revolving advertising space on our homepage, feature pages, and reviews. (This display is animated, moving through adverts on a 10-second delay.)

Daily Info seeks new Team Member to join our busy, informal office.

Do you have excellent knowledge of Oxford? Are you professional, capable, imperturbable and friendly?

We are looking for a bright, adaptable multitasker with an acute eye for detail, educated to degree level with a 2:1 or equivalent. This position would be an ideal starting point for someone looking to gain experience in advertising, publishing or journalism.

Duties:

- processing enquiries and advertising, updating records and local details, proofreading
- copywriting, design and layout of advertising
- reviewing theatre, exhibitions, restaurants and films
- planning and writing features on Oxford life

Key requirements:

- encyclopaedic knowledge of Oxford and a keen interest in local events and issues
- high level of accuracy combined with strong ability to prioritise effectively
- impeccable telephone manner and organisational skills

Email your CV and a covering letter telling us why you'd like to work for us to applicants@dailyinfo.co.uk

We can design the ad to your specifications, including your logo, other images or particular formatting, etc. There is no extra charge for this service. Alternatively, you can send us your own design by email or post. Technical specifications (printing requirements etc.) are available on request.

Box ad pricing is based on the size of the advert. For recruitment adverts, prices start at £36 + VAT per print inclusion and week online. Our column width is 6.8cm in print, and we charge £12 per column centimetre in height, per issue, minimum size 3cm height. Online, the width of a single column ad is 340 px, and the height translates as 50 px to a centimetre, so a 3cm ad is 340 px by 150 px; a 4cm ad is 340 px by 200 px etc. You can also book a double column ad. That's 14cm across in print and 700 px online. Whatever size of ad you choose, the proportions of the ad stay the same in print and online.

A live link to your website or email address is included. As a rough estimate, a display box advert will be about 1cm long per 10 words of text included, with space - so an advert of say, 90 words length would be about 9cm long in print, 450px height online, and cost £108 + VAT for each sheet issue and week online.

We never charge any additional fees for advert design, alterations during an advert's run, or any other hidden costs. We always abide to the price quoted when an advert is placed.

A display box ad



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Recruiting staff with Daily Information

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Issue Dates, Deadlines and Discounts

We produce our printed sheet twice a week, on Tuesday and Friday.

The **deadline** for the printed sheet is always 10am the day before publication. So, for example, you could submit your ad at 9.30 on Monday morning, and it would be displayed around Oxford on the Daily Info sheet by Tuesday morning. There is, of course, no deadline for the website, and your ad will appear online as soon as we've processed it, which will usually be within an hour of submission (during office hours).

Discounts depend on the number of issues you book. If you book a run of between 4 and 10 issues of the same ad, you get a 10% discount. If you book 11 issues, you get 11% off, if you book 12 issues, you get 12% off, and so on, all the way up to our maximum discount of 40% off for a run of 40 issues.

The first time you advertise with us, we ask that you pay by debit or credit card, either over the phone or using the secure Barclays ePDQ system via our website. We're happy to invoice you for subsequent adverts.

You can **place your advert** online, using the form on our website, or by email, or by phone. We'll put together a design proof of the advert using your text, and any images or formatting you require, and email it back to you for approval; or, if you're supplying us with a pre-designed advert, we can put it straight up online, and in the next edition of the sheet.



Our printed sheet

Deadline	10am Mon	10am Thu
Day your ad appears online	The same day, subject to our receipt of your final approval by email	
Day your ad appears in print	Tuesday	Friday

Give us a call on **01865 241133**, or email info@dailyinfo.co.uk.

We're always happy to discuss your requirements, and work out the advertising that best meets your needs.

www.dailyinfo.co.uk - Your one-stop guide to Oxford life