

Dance Pilates and Yoga UK Directory

www.dance-pilates-yoga.co.uk

Distribution

Phase 1 – Sold at 1,600 Independent newsagents throughout the country within the Sports, Health and Leisure Directory.

Phase 2 – Free at various dance, pilates and yoga studios including gyms, fitness centres and dance schools.

Phase 3 - The directory will be made available FREE to the general public at large shows and exhibitions to place the directory into the hands of enthusiasts, clubs, schools and suppliers.

Layout

The directory will then be split into 16 main categories, which will make each company easy to find according to your speciality(ies) :

- Pilates classes / schools
- Pilates / yoga events and retreats
- Irish dancing
- Jazz dancing
- Ballet
- Zumba
- Tap
- Salsa
- Yoga classes / schools
- Pilates and yoga clothing and equipment
- Dance & Theatre Schools / Dancing Classes
- Bollywood / Asian
- Ballroom
- Belly
- Swing / jive
- Modern / street / hip hop

At the rear of the directory there will be a special 'in your area' guide listing all companies in their relevant county

We will publish in February, and you will not be invoiced for your advertising until then when you will be sent a complimentary directory with your bill, although pre-payment will attract a 10% further discount. Along with your entry, you will receive a free listing on the website directory which will go live at the same time. We have many other benefits of advertising on the web site – please see below for further details.

Yours sincerely,

Sales Executive
Media Chameleon Ltd - 01582 488385



Media Chameleon Limited,
Suite 6Bi / Bii Britannia House, Leagrave Road,
Luton, Bedfordshire LU3 1RJ
Tel: 01582 488385 Fax: 01582 459776

Email: info@mediachameleon.co.uk
Company registration number 1637485

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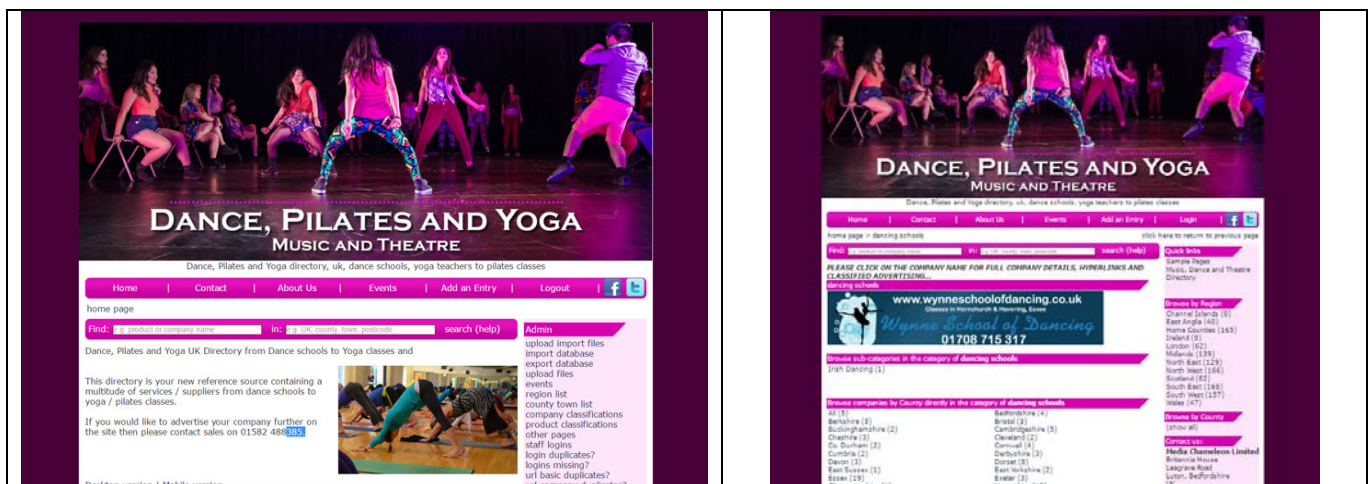
Your free listing will be entered onto the site once confirmation is received, but with a range of options to maximise your online presence, the website offers media solutions for everyone:

Our web site has been designed to be search engine friendly and therefore quickly picked up and indexed by all the major search engines. Search Engine Optimisation technology ensures that with important key words the website is on the first pages. Currently receiving an average of 486,000 hits a month.

The www.dance-pilates-yoga.co.uk website will provide you with a cost effective method to reach a whole new set of customers! Set out as packages, we can offer:

- **Listings** – company contact details which can be searched by either product/service or alphabetically by company name.
- **Web Packages** – A variety of packages to increase your web exposure – see below.
- **Banner Advertising** – placed in the most relevant position for you on the directory, either on the front page or under your category listing, this display advertisement can also include a hyperlink.
- **Web Site Design** – if you do not yet have your own company website, talk to our sales team about our web design service. It doesn't have to be a headache, and is a fast and accurate process...you supply the information and images...and we do the rest!

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Dance, Pilates and Yoga

FAX BACK TO Media Chameleon Limited ON 01582 459 776

FROM (your name)		
Your company		
Your address		
Your Tel		
Your Fax		
Your web address (URL)		http://www.
Your email		
Your classified category		
Type	Directory Price (mono)	Directory Price (colour)
CLASSIFIED AND WEB SITE ADVERTISEMENTS (A5 Directories)		
BOLD entry	£40.00	-
Boxed BOLD entry	£45.00	-
Boxed BOLD 15 word profile	£55.00	-
Boxed BOLD 15 word Profile with Logo		£65.00
Classified (24mmx65mm width)		£70.00
Eighth Page (49mmx65mm width)		£140.00
Quarter Page (97mmx65mm width)		£300.00
Half Page (97mmx133mm width)		£400.00
Full Page (197mmx133mm width)		£800.00
Double page spread		POA
Inside front cover / Back cover / Inside back cover		POA
Web Directory Section (Front of the A5 directory)	Classified web banner (24mmx65mm width)	£70.00
WEB ADVERTISING		
DIAMOND PACKAGE – Up to 10 classified headings, County coverage across all towns, 500 word company profile, Company logo image, 3 to 5 display advertisement images (with hyperlinks to your website), hyperlinks, guaranteed first page position on the web site, Full access key (to edit / add or change your details adverts at any time during the year). Display of videos if they are on www.youtube.com . Links and / or shares to your Facebook or twitter pages.		£110.00
SILVER PACKAGE - Up to 5 classified headings, coverage across 3 towns, 60 word company profile, Company logo image, display advertisement image, hyperlink, Full access key (to edit / add or change your details adverts at any time during the year).		£90.00
ENTRY LEVEL PLUS PACKAGE - 1 classified heading, coverage across 1 town, hyperlink, 30 word company profile, Display advert		£60.00
WEB CLASSIFIED BANNER – Advert at the top of 1 classified heading.	- 6 Months	£150.00
WEB TOWN BANNER – Advert at the top of 1 town heading.	- 6 Months	£150.00
WEB ALL PAGES BANNER – Advert displayed at the side of the website on all pages	- 6 Months	£300.00



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