

Buy Cornish is one of the most comprehensive online business directories in Cornwall. The directory was launched in August 2006; is designed to serve the county's business to business marketplace; is promoted as 'the local search for local business'. To date Buy Cornish lists over 3,000 companies and has received over 220,000 visitors. The directory is a simple tool to help locate Cornish suppliers, distributors and potential customers.

### 1.0 Website statistics

Over the past 12 months the website has received on average over 12,000 visitors each month.

Month	Hits	Visitors
May 2008	86,984	18,963
April 2008	80,891	15,363
March 2008	67,744	13,511
February 2008	74,528	10,906
January 2008	69,901	11,025
December 2007	53,466	9,406
November 2007	63,126	11,633
October 2007	80,514	9,289
September 2007	51,646	7,342
August 2007	56,031	8,031
July 2007	51,538	11,555
June 2007	58,326	17,583
<b>Total</b>	<b>794,695</b>	<b>144,607</b>

### 2.0 Product features

Each advertiser will receive the following benefits:

- An automatic email at the beginning of each month reporting on the number of times the advert has been 'viewed' and the number of times a website visitor has 'clicked' on the advert and subsequently viewed your

site. This allows you to accurately monitor the return on investment from your advert.

- Email access to all the featured businesses on the Buy Cornish site, currently over 3,000 businesses. Through an account management function, you can bulk email all businesses featured on the site and promote your products and services; you can also tailor your emails targeting individual businesses.

### 3.0 Advertising options

Each of the adverts featured works on a rotation basis; the featured advert changes each time the page is revisited and refreshed. A maximum of four different adverts will be featured for each of the two available spaces, ensuring your advert receives exposure for at least 25% of the time. The adverts will be displayed on the home page and all subsequent search pages; regardless what type of search is performed.

Two different spaces are available; the first smaller sized banner advert can be seen below the search function in the bottom left hand corner of the home page whilst the larger banner advert can be seen across the bottom of the screen. Advert positions are highlighted below in red.

The screenshot displays the Buy Cornish directory website. At the top, the logo 'buy cornish directory' is on the left, and the tagline 'The most comprehensive business directory in Cornwall' is on the right. Below the logo is a 'Quick Search' section with three input fields: 'Search for' (with examples 'e.g. couriers, pubs, electrician'), 'Company name' (with examples 'e.g. Spark Electrics', or 'Spark'), and 'Locations' (with example 'e.g. Falmouth'). A 'Search' button is at the bottom of these fields. To the right of the search section is a 'Joining the directory...' section with text: 'By signing up to the directory, it's never been easier for prospective clients to find your business here in Cornwall. click here to find out more click here to sign up'. Further right is a 'Welcome to the buy cornish directory...' section with a map of Cornwall and the text 'The local search for local business.' At the bottom of the page, two red-bordered boxes highlight advertising options. The first box, titled 'Your business here...', contains the text: 'get noticed on the directory with one of our banner ads. Click here for more info'. The second box, titled 'Your site here!', contains the text: 'get noticed with our online advertisements. Click here for more info'.

#### **4.0 Costs**

	12 Months
Small banner advert	£150
Large banner advert	£250

#### **5.0 Design specification**

Small banner advert sizes are 225 pixels wide and 115 pixels high; whilst large banner advert sizes are 535 pixels wide and 115 pixels high.

#### **6.0 Contact**

For further information or to place an advert email us on [info@buy-cornish.co.uk](mailto:info@buy-cornish.co.uk) or call 0800 052 3942.