

Media Pack 2010/11

Nappy Valley website - Buy and Sell Baby Items Locally

- **Growing** number of unique users. Current monthly unique users of 20,000.
- **Targeted audience** ABC1 families and parents-to-be. Users are predominantly based in London, and the South East of England.
- **Green credentials** Nappy Valley encourages the recycling of baby gear and recently won the Creativity Award at the Future Friendly Awards.
- **Innovative website** Nappy Valley was recently nominated in the Yahoo! Annual Awards.
- **Partnership deals** with national baby related companies are increasing website's national presence and unique users.

Banner Adverts

- **Home Page** - a banner ad runs across the lower section of the home page. This is a rotating ad and will only contain a maximum of 3 advertisers at any one time. A link to your own website sits behind the ad. Price is £65 per month with a minimum of a 3 month contract.
- **Search Results Page** - a banner ad is placed in the right hand corner of the search results page. This appears across all search categories. This is a rotating ad and will only contain a maximum of 3 advertisers at any one time. A link to your own website sits behind the ad. Price is £40 per month with a minimum of a 3 month contract.
- **Creative format** - a standard size banner (468 x 60 pixels) or standard half size banner (234 x 60 pixels), saved in a .gif or .jpg (.jpeg) format. File size to be under 15KB in size. Animated .gif ads are accepted. For other formats e.g. Flash, please call on number below to discuss your requirements.

Lovely Offers

- Your business will feature on the **Lovely Offers Page** and will include an image and approx. 40 words of text. An offer unique to Nappy Valley users must be provided. Price is £45 for a 12 month contract.

For all advertising enquiries, please call Jo on 07515 890955 or email advertising@nappyvalley.co.uk