

To get your advert to start working for you, simply follow these instructions:



### Step 1

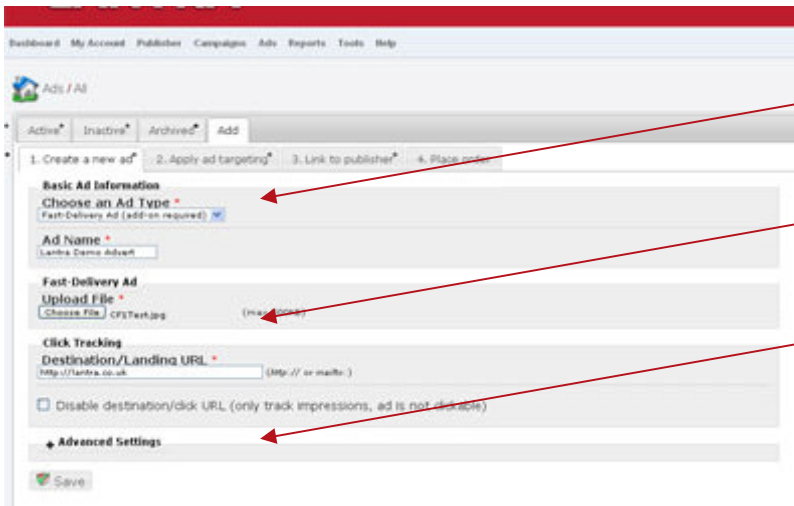
Visit <http://advertise.lantra.co.uk/>.

If you haven't already done so, you will need register with us. Simply click on the 'Advertise with us' link and fill in your details.

If you have registered, simply fill in your username and password.

### Step 2

Once registered, you will be offered the opportunity to create an ad. Click on 'Continue to create a new ad' and you will then see a screen as below. Please fill in the details as demonstrated:



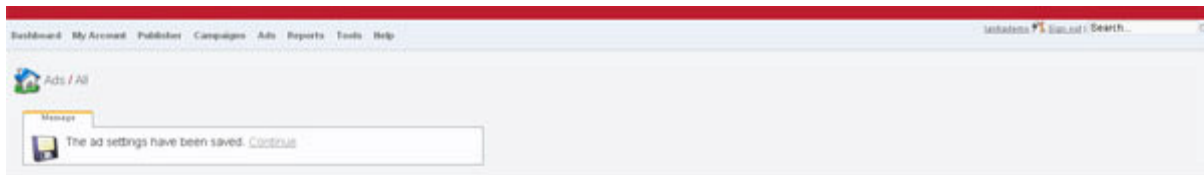
In 'Choose an Ad Type', select the 'Upload Ad File'.

Add the advert's name (for your ref), upload your file and select the URL that you want visitors to click through to.

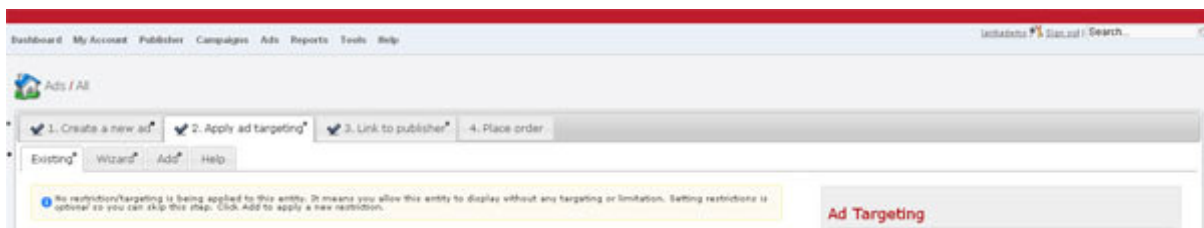
You can also fill in a description and title in the 'Advanced Settings' section, for visitors to Lantra.co.uk who have images turned off in their browsers.

### Step 3

Once you have saved your advert, you will see the screen below:



Click 'Continue' to take you to the following screen:



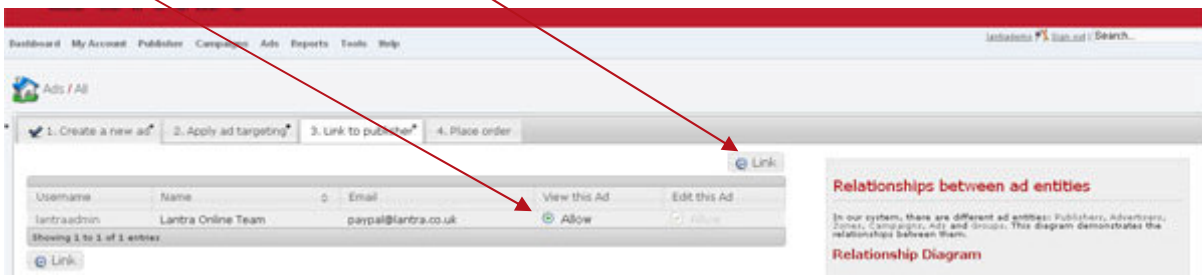
This step allows you to put a variety of restrictions on your advert (see the side panel for examples).

If you simply want your ad to display as soon as it is approved, you do not need to do anything. Skip this stage by clicking on the next tab, '3. Link to Publisher'.

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## Step 4

Click the 'Allow' button and then the 'Link' button as below:

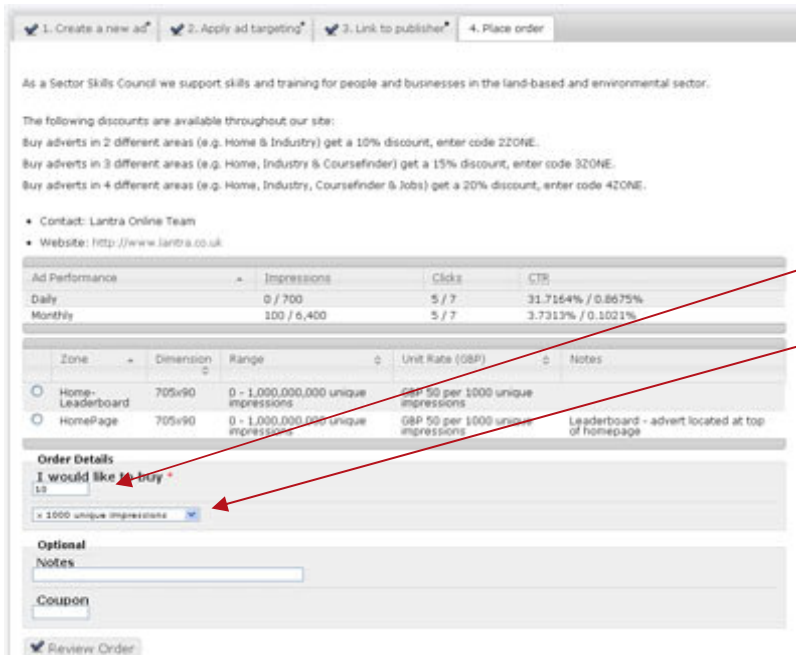


You will then see the confirmation screen below:



## Step 5

Once you have clicked continue, our system will automatically determine the size of your advert (which must be one of the sizes available) to offer you the options of where it can be displayed - see example below:



Here you can select what area you want to display the advert in and see the rates available.

Enter how many impressions you would like to buy (in units of 1,000) and ensure you select '1000 unique impressions' in the 2<sup>nd</sup> box.

If you have a discount code, you can also enter it here to ensure it will be applied to the invoice.

Once these details are entered, click the 'Review Order' button.

## Step 4

You will now see the screen below:



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Please check to see all the details are correct and then click the 'Place Order' button. You will then be taken through to PayPal where you can make your payment.

If you upload an image that is the wrong size, no rates will be available and you will see a screen (example below) indicating that a rate is not predetermined for that size of image.



## Step 5

You will be taken through to PayPal where you can now pay for your advert. You will automatically be emailed an invoice for your records.

Lantra will then be notified that you have placed an advert, will check and approve it and your advert will be published.

## Dimensions

Area	Leaderboard	Skyscraper	Large Banner	Banner	Button
Home	705x90	225x400	N/A	465x120	225x125
Courses	N/A	120x500	N/A	592x71	N/A
Jobs	728x90	225x400	700x100	465x120	£225x125
Industry	728x90	225x400	N/A	465x120	225x125

## Costs

Area	Leaderboard	Skyscraper	Large Banner	Banner	Button
Home	£50	£45	N/A	£40	£25
Courses	N/A	£35	N/A	£30	N/A
Jobs	£40	N/A	£35	£30	£20
Industry	£40	£35	N/A	£30	£20

**If you have any further queries about how to upload your advert, please speak to our Online Marketing team – email [online@lantra.co.uk](mailto:online@lantra.co.uk) or call 02476 858417 / 858429.**