

LANTRA



Advertising Opportunities

Lantra - at a glance

Lantra represents 230,000 businesses in the land-based and environmental sector – that's approximately one in every ten UK businesses, around 1 million workers and 500,000 volunteers.

We are committed to helping these businesses and individuals access the training, qualifications, skills and knowledge they need across England, Northern Ireland, Scotland and Wales.

Not only do we work closely with leading figures from each of our 16 industries, we also partner with trade associations, membership bodies, unions, business support organisations, funding agencies, specialist land-based colleges and training providers and awarding bodies.

As a result, our online presence and industry magazine provides you with an exciting advertising opportunity where you can reach the right people at the right time.

About www.lantra.co.uk

Since its re-launch in October 2010, Lantra's website has gone from strength to strength (we have seen a 70% increase in the number of visitors in 6 months).

Supporting the sector with a range of tools and information, Lantra.co.uk attracts visitors from all over the world with thousands coming back time and again.

Updated everyday with the latest news and events, the site also:

- Has dedicated sections to each of our 16 industries
- Features exclusive content on industry research, funding and training
- Includes a course search facility attracting businesses and individuals looking for training throughout the UK
- Promotes career and job opportunities supported by real life case studies
- Contains all the latest news from not only Lantra but the rest of the sector
- Has a dedicated business listings section capturing all types of businesses in the sector

Our industries

- Agriculture
- Animal care
- Animal technology
- Aquaculture
- Environmental conservation
- Equine
- Farriery
- Fencing
- Fisheries management
- Floristry
- Game and wildlife
- Horticulture, landscaping and sports turf
- Land-based engineering
- Production horticulture
- Trees and Timber
- Veterinary activities



Lantra Online Statistics

- A Google ranking of 6
- 18,000 (approx) visitors a month
- Visitors spend an average 4 minutes 11 seconds on the site – 25% longer than the average site
- Visitors view over 20% more pages than an average site

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Why advertise with us?

- Lantra.co.uk is a prime source of information for businesses and individuals in the land-based and environmental sector – we are sector specific so you can be sure you are reaching the right audiences
- It is very easy and simple to do – you can simply upload or email your advert to get started or let us do the hard work for you
- Its quick – your advert could start working for you in a matter of days
- We charge per impression – that means you can guarantee that your advert will be shown at least 1,000 times (or how ever many you want!) to give you real results
- It will help you stand out from the crowd, increase awareness and generate a direct response – whether that's visitors to your website or calls to your organisation

Online advertising information

Where can I advertise?

You can currently advertise on four different areas of our website:

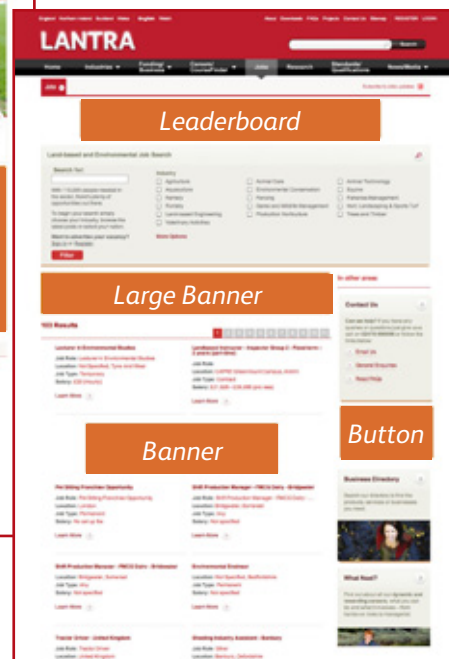
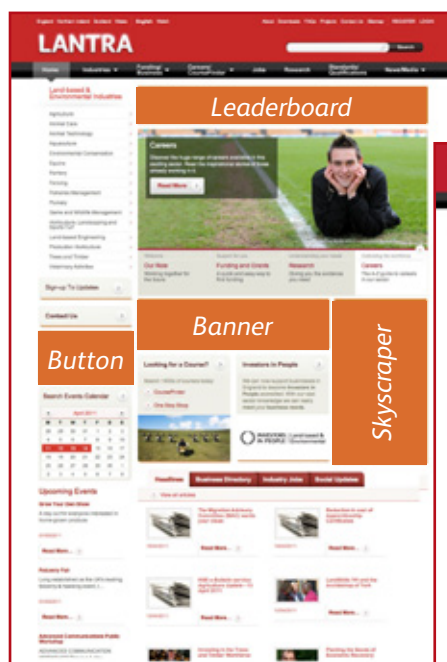
- Home page, www.lantra.co.uk - where you can reach thousands of visitors from across the sector each month
- Industry pages, www.lantra.co.uk/agriculture (or /industry name) - perfect for reaching more selective industries. Choose one, two or more that are relevant to you
- CourseFinder, www.lantra.co.uk/coursefinder - a highly popular tool for those looking for training opportunities
- Jobs, www.lantra.co.uk/jobs - raise awareness of your brand on one of our most visited sections

What type of adverts do you do?

We do five different types of adverts:

- Leaderboard
- Skyscraper
- Large Banner
- Banner
- Button

(please see example for a rough guide of size and placement)



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Online advertising information

How much does it cost?

Area	Leaderboard (728x90 or 705x90 on home)	Skyscraper (225x400 or 120x500 on CourseFinder)	Large Banner (700x100)	Banner (465 x 120 or 592 x 71 on CourseFinder)	Button (225x125)
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 wish to advertise in more than one area we can also offer the following discounts:

- 2 packages = 10% discount
- 3 packages = 15% discount
- 4 packages = 20% discount

* Prices do not include VAT
** Prices are per 1000 impressions

Can you design my advert for me?

Our prices are so competitive as we haven't included design in the cost. However, we are happy to design your advert for you at the following charges:

- Image = £35
- Flash = £70

These prices include up to 2 amendments, further amends will be charged.

What format does my advert need to be in?

Standard image banners can be supplied in any of the following formats: GIF, PNG, JPG or BMP files
Flash banners need to be supplied as SWF files.

Contact details

If you are interested in advertising on Lantra.co.uk please contact our sales team on:

Email: connect@lantra.co.uk
Telephone: 0845 707 8007

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Connect advertising

Advertise in our magazine?

Do you want to have your business featured in Lantra's industry magazine, sent to over 5,500 individuals, careers councillors, colleges, businesses, trade associations and politicians? Do you want them to see your company's name when they pick up a free copy at career events and shows across the UK, and in digital copies available online indefinitely?

If yes, then we can offer you advertising space in our Connect Magazine, so you can get your company seen by thousands.



With over 5,500 subscribers don't miss your opportunity to get seen

Advertising rates

Check out our rates and what you can get for your money:

- Inside front cover: Full page - £1,600 plus VAT
- Back cover: Full page - £2,000 plus VAT
- Internal page rates:
 - > Full page - £1,500 plus VAT
 - > ½ page - £700 plus VAT
 - > ¼ page - £400 plus VAT

Additional services

- Promotions are available for serial advertisements.
- Advert artwork can be designed for you. Ask about our designer rates.

Find out more

Take a look at our latest issue, you can also take a look at previous issues. Also if you haven't done so already then make sure you register to receive your free copy at www.lantra.co.uk/connect.

For more information or to speak to a member of our sales team call 0845 7078007 or email connect@lantra.co.uk.

