

Advertising Order Form – Parkmatic Publications Limited - LandlordZONE®

LandlordZONE® is a web site portal established in 1999 and aimed at the **Rental Property** Industry: Landlords, Letting Agents and Tenants – in fact anyone interested in rental and investment property – novice, experienced and professionals alike.

The site is freely accessible to all and LandlordZONE® currently receives around (Oct 2008) 500,000 plus visits (70% unique) every month (around 200,000 pages are read every single day) by companies, professionals and individuals, and high Google ranking makes the LandlordZONE® portal and Question & Answer Forum one of the leading (if not *the* leading) Rental Property sites in the UK. Our monthly Newsletter currently mails to around 40,000 subscribers (landlords/agents)

Our philosophy on advertising goes right to the heart of our business and marketing approach: we aim to give value for money by providing substantial targeted traffic and click through rates, and a reliable and effective PR and Marketing Service with integrity to our carefully selected advertisers. We do this by using the internet as a marketing tool in some unique ways:

- First and foremost we aim to provide a web site that contains comprehensive, accurate and timely rental property related news and information. We provide informed answers to difficult rental and investment questions for our site visitors, and those who are registered subscribers to our e-mail Newsletter. We are totally committed to satisfying the needs of these people so that they remain loyal and repeat visitors.
- We provide a comprehensive DIRECTORY of Rental Property suppliers.
- We rent-out advertising space and enter into affiliate and partnership arrangements with suitable advertisers; effectively “show casing” and marketing their products by carefully placing and targetting ads, articles and information through appropriate information ZONES on the site.
- We actively encourage our advertisers to provide us with information and articles relating to their products, which will provide help and solutions to our visitor’s problems. In return we promote the advertiser’s products.
- Using the latest web site technology we carefully monitor site traffic and visitor profiles to help us target messages more effectively.
- We use the latest SEO (Search Engine Optimisation) techniques to ensure that LandlordZONE® maintains its high rankings – do a search on any of the primary search engines and you will find LandlordZONE™ comes up trumps on almost any rental property related topic – just try searching for “Landlord” on Google.

There are around 1 million individuals in the UK (government estimate) involved in letting residential property (landlords), there are many thousands more involved as letting agents, estate agents, property managers and professionals, and around 2 million tenants – this is a huge capital intensive industry representing around 11% of UK housing stock.

On the commercial property side, landlords vary from private individuals to the biggest worldwide corporations including investment banks, insurance companies and pension funds. The industry employs many thousands of professionals in the agencies and related services and the industry as a whole represents billions in invested funds.

Landlords and those involved with rental property are often “high net worth” individuals but are notoriously difficult to target and reach. For example, only around 15% of the one million UK landlords of residential property belong to any sort of landlord association.

The Internet therefore has great potential as a marketing medium in this specialist field: not only does it increasingly have the potential to attract those who would never consider joining a local landlord’s association or reading property journals and magazines, it also attracts those that do. We, in turn, actively promote LandlordZONE®, TenantVERIFY®, LandlordLOG.com, LandlordMONEY & LandlordDEALS, LandlordABROAD in the leading UK property journals. LandlordZONE® aims to be at the forefront in this new and exciting marketing medium.

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Advertiser's Information:

Company Name:

Company Registration Number if applicable:

Address:

Post Code:

Contact Name:	Job Title:
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Telephone:	Fax:
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Mobile:	e-mail address:
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Advertiser's Web Site Address:

Advertising Agent's Information if applicable:

Company Name:

Contact Name:	Job Title:
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Address:

Post Code:

Telephone:	Mobile:
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e-mail address:	Web Address:
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LandlordZONE® Publisher's Details:

Parkmatic Publications Limited (4410762) 2 Moor Way, Hawkshaw, Bury, Lancashire, BL8 4LF	LandlordZONE.co.uk or .com LandlordMONEY.co.uk LandlordLOG.com (Newsletter) LandlordDEALS.co.uk TenantVERIFY.co.uk
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Tel: 0845 260 4420 & 0845 260 4421	Fax: 0870 199 2697
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Contact Name: Tom Entwistle

e-mail: editor@landlordzone.co.uk	web: http://www.landlordzone.co.uk
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VAT Registration Number: 925 1090 46	Cheques to: Parkmatic Publications Ltd
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BACS: The Cooperative Bank, Manchester: Sort code: 08-92-99 Account: 69036798

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You can **rent advertising space** on LandlordZONE® and its associated sites at the rates given below. Most advertisements appear throughout the LandlordZONE® website, as well as The Forum, FAQ, LandlordLOG.com™ and TenantVERIFY® LandlordMONEY™, LandlordDEALS™ and LandlordABROAD™ For premium ads we also include one Sponsored Page in an appropriate Topic Zone and up to 3 Directory Enhanced ads.

Download this Order Form at: <http://www.landlordzone.co.uk/pdf/adform.pdf>

Rates for Renting Advertising Space on LandlordZONE®	
Advertising categories – See Topic ZONES and Site Layout	£ Monthly + VAT
Top Banners (Zone 1) – one of up to 10 equally weighted rotating top banner ads (468 x 60px) randomly appearing in the home pages and throughout all our web sites - LandlordZONE®, the LandlordZONE Forums, FAQ, TenantVERIFY®, BLOG LandlordLOG™, LandlordMONEY™, LandlordDEALS™ LandlordABROAD™ Prominent Top of Site Position - to drive traffic to your site.	£145
Right Side Logos (Zone 2) - one of 5 ads (120 x 60px) vertically rotating, always visible ads appearing in the home page (random vertical positions) and throughout all our web sites - LandlordZONE®, the LandlordZONE Forums, FAQ, TenantVERIFY®, BLOG LandlordLOG™, LandlordMONEY™, LandlordDEALS™ LandlordABROAD™. Prominent Top of Site Position – to drive traffic to your site.	£186
Right Side Logos (Zone 3) - one of 5 ads (120 x 60px) vertically rotating, always visible ads appearing in the home page (random vertical positions) and throughout all our web sites - LandlordZONE®, the LandlordZONE Forums, FAQ, TenantVERIFY®, BLOG LandlordLOG™, LandlordMONEY™, LandlordDEALS™ LandlordABROAD™ – Prominent Top of Site Position – to drive traffic to your site.	£155
Right Side Logos (Zone 4) - one of 5 ads (120 x 60px) vertically rotating always visible ads appearing in the home page (random vertical positions) and throughout the LandlordZONE®, and BLOG LandlordLOG™ web sites.	£96
Right Side Logos (Zone 5) - one of 5 ads (120 x 60px) vertically rotating always visible ads appearing in the home page (random vertical positions) and throughout the LandlordZONE®, and BLOG LandlordLOG™ web sites.	£66
Large Middle Ads – (Zones 10,11,12&13) – (232x132px) one of 4 large always visible ads appearing just below the page content on every feature page throughout the LandlordZONE® website.	£135
Small Bottom Ads – (Zones 14, 15, 16, 17, 18, 19) - (120x60px) – one of 12 always visible ads appearing just below the Large Middle ads on every feature page throughout the LandlordZONE® website.	£55
Side Left Ads (Book Zone) - (120 x 60px) up to 6 vertically rotating always visible ads appearing in the home page and throughout the LandlordZONE® site.	£76
Side Left Ads (Zone 20, 21, 22, 23, 25 ,25) - (120 x 60px) up to 6 ads appearing in the home page and throughout the LandlordZONE® site.	£66
Directory Enhanced Entries – enhanced entry profiles are those logo and text entries appearing above the Free 2-line entries. These categories are surprisingly effective given the high rankings of some of these Directory Pages on Google.	£20
Page/Article Sponsorship – sponsor an article on the site - prices on application - 0845 260 4420	
Newsletter Sponsorship – and advertising in the Newsletter - prices on application - 0845 260 4420	
For specific requirements , affiliate and partnering arrangements plus other forms of advertising or combinations of the above, please contact us: 0845 260 4420 or e-mail	
Logos and artwork to be supplied by the advertiser unless otherwise agreed and specified. All fees are exclusive of advertising agent's commission .	
Download the Order Form at: http://www.landlordzone.co.uk/pdf/adform.pdf	
All advertisers should have and maintain full contact details on their web sites - see terms .	
VAT Registration Number: 925 1090 46 – All prices subject to VAT	

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We accept advertising orders for a minimum period of **3 months**, subject to our normal **terms and conditions** - see www.LandlordZONE.co.uk/adterms.htm Please indicate below exactly what you require:

Type of Advertising required. Please state clearly which advertising Zone or Zones you require and which category you require for Directory Enhanced Entries .	Zone or Zones	Directory Category	Initial Term (Min 3 months)	Total initial cost - £
For amounts below £100 - payment with order please				
<p>Ad Renewals: At the end of a period of advertising we will assume you wish to continue and automatically invoice for a further period unless you have cancelled or specified otherwise. If you receive an invoice and you don't wish to continue please inform us in writing or e-mail within 7 days and your ad will be removed and the new invoice cancelled without further charge.</p>				
<p>Please Fax, e-mail or mail this order. All images, html links and text should be send via e-mail to editor@landlordzone.co.uk</p>				
<p>Total Cost (all prices subject to VAT)</p>				

I hereby agree to the [terms & conditions](http://www.LandlordZONE.co.uk/adterms.htm) (www.LandlordZONE.co.uk/adterms.htm) of advertising on LandlordZONE® or in other Parkmatic Publications media as agreed and specified above, for an initial term as indicated and to continue on that basis until I notify you further. I understand you will invoice me for the cost (**amounts above £100**) which will be payable in full within 30 days of the invoice date – all **cheques payable to Parkmatic Publications Limited. BACS: The Cooperative Bank - Sort Code: 08 92 99 Account: 69036798 Credit Card Payments: 0845 260 4420**

Signed Date
 (PRINT full name below)