



**Licensing Resource**  
Licensing in One Place

The largest free-to-read sector specific website on the internet

# Advertising Information Pack

*Licensing Resource is the largest free-to-read sector specific website on the internet with thousands of page views every month. Users of the website include UK Government Departments, local government officers, specialist law firms and trade members.*

*Due to the nature and content on Licensing Resource, we are able to offer a wide range of advertising options.*

# Advertising Options

1. **Targeted** - If your product or service relates to a specific licensing area such as taxis, gambling or alcohol licensing, your advert can appear on individual pages specific to your product or service.

2. **General** - If you prefer more general exposure, your product or service can be given full front page exposure or listed on multiple pages.

3. **News Flashes** - Finally, we can also offer advertising space on our ever increasingly popular news letter called Licensing Resource News Flash.



## Page Banner

Maximum exposure with a full advertising banner on the Licensing Resource front page.



## Sidebar Advertising

Choose exactly which pages you want your advert to appear on to make it more meaningful.



## Inline Text

Let your advertising be seen on every Licensing Resource News Flash...our ever increasingly popular news letter.

## Rates\*

<b>Full Page Banner (Front Page)</b>	£250.00
<b>Maximum width: 660 pixles</b>	
<b>Full Page Banner (Other Page)</b>	£150.00
<b>Maximum width: 660 pixles</b>	
<b>Sidebar (Front Page)</b>	£100.00
<b>Maximum width: 290 pixles</b>	
<b>Sidebar (Other Page)<sup>+</sup></b>	£50.00
<b>Maximum width: 290 pixles</b>	
<b>Inline Text<sup>^</sup></b>	£150.00
<b>Maximum width: 660 pixles</b>	

\* Unless otherwise agreed, rates quoted are per annum

<sup>+</sup> Rate quoted is per page if multiple pages are chosen

<sup>^</sup> Applies to all News Flashes for one year

## Technical Specifications

### File Formats:

JPG, JPEG, GIF, PNG, FLASH (.SWF)

### Maximum Advert Sizes:

Full Page Banners, Inline Text

660 pixles

Sidebar

290 pixles

## Contact

*To advertise on Licensing Resource or to ask a question, please contact us on:*

*[info@licensingresource.co.uk](mailto:info@licensingresource.co.uk)*

## Advertising Terms & Conditions

### General

1. These terms apply to advertisements on Licensing Resource ([www.licensingresource.co.uk](http://www.licensingresource.co.uk)) and anybody wishing to advertise on Licensing Resource accepts and agrees to be bound by these terms in full.
2. Licensing Resource reserves the right to refuse to accept advertising if it considers the advertising to be unsuitable or contrary to these Terms or if the advert does not conform to the Technical Specifications.
3. Licensing Resource endeavour to minimise any website downtime although it is sometimes necessary for the website to be put in maintenance mode for essential maintenance and upgrade work.
4. Unless advertising is time-limited or temporary, agreement to advertise will be valid for one year.

### Responsibility on the advertiser

5. The advertiser guarantees that:
  - (i) any information supplied in connection with the advertisement is accurate, complete, true and not misleading;
  - (ii) it has obtained the consent of any living person whose name or image (in whole or in part) is contained in any advertisement;
  - (iii) the advertisements are legal, decent, honest and truthful, are not contrary to the provisions of any applicable law, regulation or code of practice (including the British Code of Advertising, Sales Promotion and Direct Marketing and all other codes under the general supervision of the Advertising Standards Authority – see [www.asa.org.uk/asa/codes/cap\\_code](http://www.asa.org.uk/asa/codes/cap_code) are not libellous or obscene and do not infringe the rights of any person (including any person's intellectual property rights);
  - (iv) it is their responsibility to ensure that any advertising is correct at the time of submission;
  - (v) the advertisement will not be prejudicial to the image or reputation of Licensing Resource; and
  - (vi) all advertisements submitted for publication will be free of any viruses and no advertisement will cause an adverse effect on the operation of the Licensing Resource.

### Payment

6. All advertisements are accepted on the basis that they will be paid, in advance, for at the applicable rates set out in the applicable rate on the date of publication.

### Cancellation policy

7. The cancellation period for an advertisement varies depending on the type of advertising. Other than time limited and/or self-expiring adverts, the advertiser must give 28 days notice.

### Approval

8. Licensing Resource will endeavour to approve and publish all advertising within 48 hours of receipt.