

# WHAT'S ON

WWW.WHATSON-SCOTLAND.CO.UK



[www.whatson-scotland.co.uk](http://www.whatson-scotland.co.uk) was launched in August 2000. The site currently attracts over 1.2 million visitors per annum (around 100,000 unique visitors per month).

What's On can now display your events and listings to a truly world wide audience as the site can be accessed and viewed from anywhere in the world. The site can be used as an interactive tool to post, plan and view events in your area. This will allow people to plan a trip from anywhere in the world.

What's On holds the top listing on Google, this means your business can have an ad with the number one rated events site in Scotland. Having links from the What's On web site will boost your business's Google ratings & through having a link it will increase the visitors you receive on your site. The site also allows you to add full contact details along with any of the listings.

By advertising on [www.whatson-scotland.co.uk](http://www.whatson-scotland.co.uk) you are joining a comprehensive database of over the 60,000 web-pages, split into 12 Scottish regions which are further split into 400 separate towns. This means your customers can search and find events with accuracy and efficiency.

## Advertising rates per month

Full Page A5	£95
1/2 Page	£55
1/4 Page	£35
1/8 Page	£20

## Advertising rates per quarter

Full Page A5	£245
1/2 Page	£145
1/4 Page	£90
1/8 Page	£55

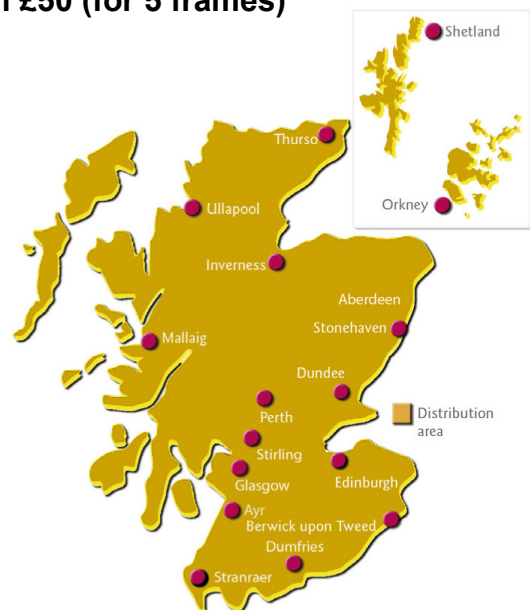
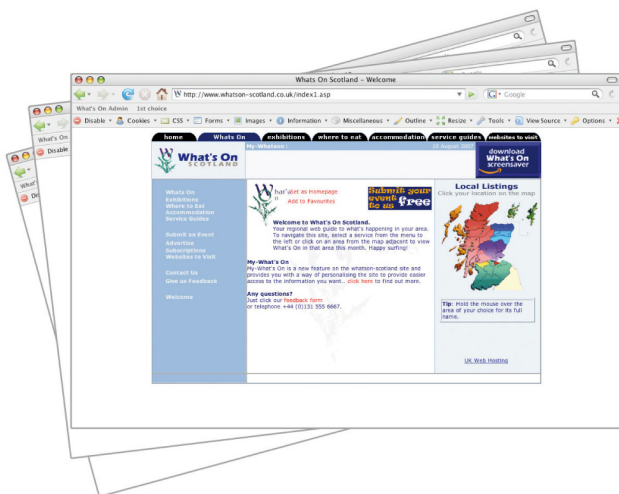
## Advertising rates per year

Full Page A5	£895
1/2 Page	£495
1/4 Page	£320
1/8 Page	£180

## Websites to visit

Hyperlink + 25 words	£50
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Examples of these ads as they appear on screen\*, visit : [www.whatson-scotland.co.uk/webads/](http://www.whatson-scotland.co.uk/webads/)  
If you would like to advertise on the web but don't have an ad, What's On can design it for you, contact our sales team for details. Animated ads are also available starting from £50 (for 5 frames)



## What's on Publications.

208-210 Great Junction Street, Leith, Edinburgh, EH6 5LW

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