



WEB ADVERTISING RATE CARD

WLSinfo is a leading UK charity, established in 2002 offering a comprehensive source of **information** and **support** for people who have had or are considering **Weight Loss Surgery**

The activities of the charity are organised by a team of volunteers, supported by a group of health care professionals who form the Clinical Advisory Group.

The charity's activities include:

- ◆ providing quality assured information online at:
www.wlsinfo.org.uk
- ◆ A web accessible library service online at:
www.fade.nhs.uk
- ◆ Managing the most comprehensive database of Support Groups in the UK
- ◆ An information support line at
0151 222 4737
- ◆ Providing an online forum for information and support at:
www.wlsinfo.org.uk

WLSinfo ensures that its activities meet the needs of those looking for information or support on weight loss surgery. The charity and its committee, (comprising of individuals who themselves have undergone weight loss surgery) have developed strong links with health professionals and those working in the field of obesity treatment and care, to bring the most up-to-date and current information to its members and website visitors.

Why advertise with wlsinfo.org.uk...

- ◆ WLSinfo has registered over **19,000 members** since its inception
- ◆ the site has **270 blogs** and almost **1.2 million posts**
- ◆ the site has up to **2.9 million hits per month***
- ◆ the site averages **30,000 visits per month***

If your company is looking for advertising opportunities which will be seen by individuals with an interest in health and weight issues the WLSinfo website is the ideal location.

For more information or to book advertising space please contact us on:

advertising@wlsinfo.org.uk

or visit

www.wlsinfo.org.uk/advertising

* Statistical source: log analysis package

Advertising

- ◆ Your advert(s) will appear within the pages of WLSinfo.org.uk
- ◆ Advertising can be supplied as finished artwork to the specifications outlined in this document, if you require assistance in creating your advertisement please contact advertising@wlsinfo.org.uk

Advertising Positions & Costs

Please note that WLSinfo reserves the right to absolute discretion over the content of any advertisement.

HOME PAGE & FOOTER AREA*

6 month = £6,000

1 year = £10,000

ARTWORK SPECIFICATION

Static RGB jpeg or gif.
210 (w) x 50 (h) pixels
+ http link to specific url

* Footer of all pages throughout the WLSinfo site, excluding forum and surgeon data base pages

FORUM AREA

Adverts will appear at the top of the **home page of the forum area** and on **every thread**. The advertising space is shared by no more than four advertisers.

6 month = £4,000

1 year = £7,500

ARTWORK SPECIFICATION

Static RGB jpeg or gif. 730 (w) x 85 (h) pixels
+ http link to specific url



The screenshot shows a list of forum threads. The threads are listed in a table with columns for Thread Title, Last Post, Posts, and Views. The threads are sorted by Last Post.

Thread Title	Last Post	Posts	Views
Weight loss surgery information and support forum	17-08-2011 11:30	825	6,874
Weight loss surgery information and support forum	14-08-2011 11:30	884	8,139
Weight loss surgery information and support forum	13-08-2011 11:30	50	499
Weight loss surgery information and support forum	11-08-2011 11:30	81	1,547
Weight loss surgery information and support forum	10-08-2011 11:30	29,909	297,892
Weight loss surgery information and support forum	09-08-2011 11:30	441	4,341
Weight loss surgery information and support forum	08-08-2011 11:30	312	3,411
Weight loss surgery information and support forum	07-08-2011 11:30	462	2,462
Weight loss surgery information and support forum	06-08-2011 11:30	9,735	124,471

Payment Terms & Conditions

- ◆ Artwork must be supplied no later than 5 working days prior to first day of the month booked.
In cases where assistance with artwork is required this is 10 working days.
- ◆ Invoice to be raised on receipt of booking form and payable within 30 days of receipt of invoice. Payments can be made by cheque or BACS.
- ◆ Full terms and conditions can be found at www.wlsinfo.org.uk/index/advertising