

# Digital Rate Card



**Leaderboard**  
(728x90)

**MPU**  
(300x250)

**Sky**  
(120x600)

**Banners**  
(468x60)

For all the latest news, sports, jobs, property and motors in Shropshire & the West Midlands.

## Formats Available

- MPU (300 x 250px) - £5 CPM
- Leaderboard (728 x 90px) - £6 CPM
- Skys (120 x 600px) - £4 CPM
- Banners (468 x 60px) - £3 CPM

## Run of site Campaigns

Campaigns must be bought in bundles of 50,000 page impressions and all placements offer the opportunity to show animated creative.

## Volume Discounts:

250,000	-	10%
500,000	-	15%
Million+	-	25%

CPM: Cost per thousand page impressions. All prices exclude VAT.

To book an advertisement or for more information email: [ads@expressandstar.co.uk](mailto:ads@expressandstar.co.uk)  
Or telephone 01902 313131 and ask for Digital Sales.

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## Example Package Campaigns

### Gold

Local Mole premium annual listing plus 500,000 MPUs to be served over any period up to a maximum of 6 months £2,749 (£105.73 per week)

### Silver

Local Mole premium annual listing plus 250,000 Leaderboards to be served over any period up to a maximum of 6 months £1,324 (£50.92 per week)

### Bronze

Local Mole enhanced annual listing plus 100,000 Sky-scrapers to be served over any period up to a maximum of 3 months £549 (£42.23 per week)

### Introductory

Local Mole enhanced annual listing plus 50,000 banners to be served over 4 weeks £299 (£74.75 per week)

These are examples only as package campaigns can be tailored to the clients required exposure.



**LocalMole.co.uk**  
Digging for the best local businesses

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