



## Advertising on The Baby Maze

### Type of Ad

**Banner:** Banner advertising is effective in establishing a brand identity. As banners are limited to one per page advertisers can be assured of maximum impact. Banners can be static or animated and will link to your own website.

**Tile:** Tiles are a great way to advertise a business. Situated to the right-hand side of the page they are grouped together one below the other. Tiles can be static or animated and will link to your own website.

**Business Profile:** Contains an extended 50-word description of your business, a link to your website plus one image (optional). Business Profiles appear on selected pages of the site and are situated above basic listings.

**Full-Page Advertising:** Businesses without a website can still reach *The Baby Maze* audience by including a full-page advert on the site. This can be accessed via a Banner/Tile or an Extended Listing.

**Latest News:** If you have a special offer/event you can advertise it across the entire site, including the Home Page using the "latest news" feature.

### Advertising Rates (for 6 months)

<b>Banner</b>	<b>£70</b>
<b>Tile</b>	<b>£35</b>
<b>Business Profile</b>	<b>£35</b>
<b>Full-Page Ad*</b>	<b>£70</b>
<b>Latest News Feature</b>	<b>£40 (for one month)</b>

The minimum run is 6 months except for  
Latest News feature can be booked for one month at £40  
\*Please note that there is an initial set-up fee of £30 for a full-page ad

*Please note that the rates shown above do not apply to the Home Page. If you would like to advertise on the Home Page please contact [claire@babymaze.co.uk](mailto:claire@babymaze.co.uk)*



## Specifications for Artwork

Type of Ad	Dimensions (pixels)	File Type
Banner	532 wide x 86 high	gif/jpeg
Tile	258 wide x 84 high	gif/jpeg
Business Profile text	NA	Notepad or Word
Images	We will re-size images	gif/jpeg

### **Artwork Creation**

The Baby Maze can arrange to have a Banner or Tile ad designed to your specification for a one-off fee of £35. All artwork created is subject to approval by the client before being featured on *The Baby Maze* site. Please note that only minor changes can be made to artwork. Extensive re-design will be subject to further charges.

### **Terms and Conditions**

#### **Positioning of ads**

Placement of advertising is allocated on a first come first served basis. Advertisers can choose which section of the site they would prefer the ad to appear in but the exact position of the ad is at the discretion of *The Baby Maze* Ltd.

#### **Accuracy**

Every care is taken to ensure the accuracy of material. However it is the responsibility of the advertiser to check their advertisement as soon as it goes on-line and to notify *The Baby Maze* of any errors. One alteration can be made to an advertisement if requested in writing within 7 days of the ad appearing on the site. Any further changes to advertisements will be subject to a charge.

#### **Cancellation**

Please contact *The Baby Maze* if you would like to cancel your advertising. Cancellations are not acceptable until the end of a six month run.

#### **Payment Terms**

All forms of advertising except for the Latest News feature are subject to a minimum run of six months. Payment must be made in full via cheque or BACS as soon as an ad has been approved. If payments are not made on time *The Baby Maze* reserves the right to remove the advert without further notice.

#### **VAT**

The Baby Maze Ltd is not registered for VAT

**Advertising is accepted at the discretion of The Baby Maze Ltd. Accepting an advertisement does not mean that The Baby Maze endorses the product or service.**