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local search24

Digital advertising works...

- ▶ ...because today's consumer is constantly connected...always switched on to the latest content.
- ▶ You can engage with this growing audience to promote your products and services using **localsearch24** – the leading online directory.

LocalSearch24 reaches local customers with a need for your business today – and using state of the art technology, makes it easy for them to find you.

Consumers can search by geography or business sector. We've also a range of additional ways to amplify your message including Enhanced Listing, Category Sponsor and Business Profile...

And because we're backed by Archant, home of the most established local media brands, Local Search 24 is the most trusted place to find what they need.

On laptop, desktop – and with a fully mobile-optimised site allowing customers to search in their current location – Local Search 24 is the powerful place to reach more people right now.

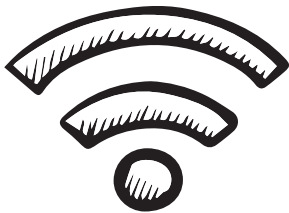


Source: *Omniure Jan-Dec 15 total UV



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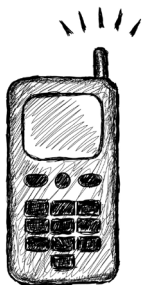
Five digital facts...



76% of people use the internet every day



73% of people go online to buy products or services



4 out of 5 local searches via a Smartphone end in a purchase



More people own a mobile phone than a toothbrush!



People can find your service 24/7
– You are always open





On the laptop or tablet at home, the PC at work and the Smartphone just about everywhere, localsearch24 keeps reinforcing your brand and reminding customers of your message... and of course, when combined with our print products, it's even more potent.



localsearch24

- Reaching more customers in Hertfordshire & Cambridgeshire

- ▶ Our brands have a unique bond with their readers which you can harness.
- ▶ **localsearch24** is promoted in our trusted newspapers to a massive readership of over **405,000** readers every week!*
- ▶ So when they need a business directory, they think of **localsearch24**

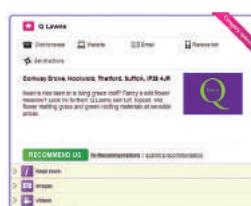


*JICREG Jul-Dec 14

*Combined UVs across all Herts & Cambs websites, Omniture Jan-Jun 15 monthly average.

Get your business seen with **localsearch24**

- ▶ Drive more awareness and increase your share of the market.
- ▶ Research shows businesses with a **complete profile** generate the best response.
- ▶ With full details of your products and services, potential customers can build a connection with you.
- ▶ Plus, with our **Sponsorship** and **Profile** packages, you can stand out by appearing ahead of your competitors.



	Sponsor Appear before ALL other businesses in your category!	Profile Appear before generic and enhanced listings (rotated with other Profile listings)	Enhanced Listing Appear before generic listings (rotated with other Enhanced listings)
Includes listing, logo and full contact details	✓	✓	✓
Web link to drive traffic to your site	✓	✓	✓
E-mail link - another contact option for your customers	✓	✓	✓
Text – readers can click to have your details sent straight to their phone via SMS	✓	✓	✓
Description of your business	300 words	300 words	30 words
Map of your business + directions	✓	✓	✓
Google Street View	✓	✓	
Icon to show your business has disabled access	✓	✓	✓
Quality images to entice customers	6	6	0
A photo slideshow to hold their attention	✓	✓	
Add your downloadable brochure	✓	✓	
Add your video	✓	✓	
Drive traffic to your social media with icon links	✓	✓	
Customers can recommend you - a powerful way of attracting new business	✓	✓	
Copy changes to promote seasonal offers and special events	6 per year	4 per year	
Your business permanently top of your category	✓		
12 month Investment*	From only £300	From only £195	From only £95

*Excludes VAT

Talk to us about a free generic listing and we'll get you added, quickly and easily, to LocalSearch24

Call us on **01438 866087** or e-mail **localsearch24@archant.co.uk**

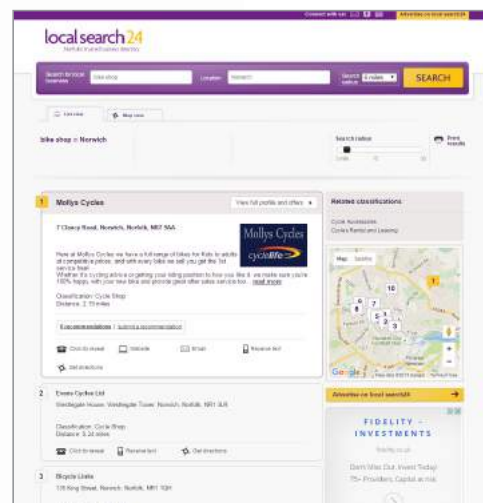


Sponsor Package

Appear before ALL other businesses in' your category!'

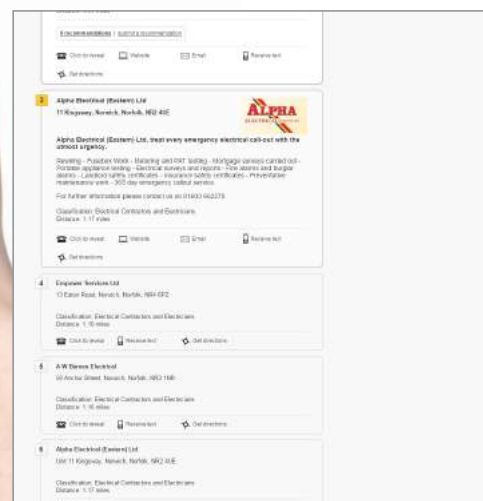
Profile Package

Appear before generic and enhanced listings (rotated with other Profile listings)



Enhanced Listing Package

Appear before generic listings (rotated with other Enhanced listings)



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