



Advertising with CityDating

CityDating accepts advertising on its homepage and subpages from institutional and individual clients as well as associations, both UK - based and international, as long as the service being advertised is of relevance to health, wellbeing and relationships and therefore of interest to our readers. That we can effectively target this specific demographic. We retain the right to refuse banner that deem unsuitable.

ADVERTISING ENQUIRIES

Company Name CityDating.com
Address Unit 46, 50 Sloane Street
London
SW1X 9SN
England
Tel +44 207 193 9565
Text +44 0778 5225 444
Email CityDating@CityDating.co.uk

Banners

CD offers the opportunity of advertising on a fixed standard-size 'clickable' banner on our freely accessible homepage for either a three or six month period. Banners must be supplied by the advertiser to the following specifications:

Width	468 pixels
Height	60 pixels
Format	GIF
Colour depth	Up to 256 colours
Maximum file size	90 KB

Alternatively, CD also offers the opportunity of placing an advertisement on a scrolling menu also appearing on the homepage for a three, six or twelve month period. These must be supplied by the advertiser to the following specifications:

Width	120 pixels
Height	600 pixels
Format	GIF
Colour depth	Up to 256 colours
Maximum file size	90 KB

Although this simple system is similar to traditional ads you might see in a printed publication, it offers the added ability to bring a potential customer directly to your web site. So, advertisers must also supply a viable URL (web address) to associate with their banner. Banners without a URL will not be permitted. Banners may be animated but are subject to approval. We advise that you check your banner in a variety of browser environments prior to submission to the journal.

Mock Up of CD Home Page

The mockup shows the CityDating.co.uk website interface. At the top, there is a navigation bar with the site logo, a list of international flags, and links for REGISTER, LOG IN, CONTACT US, and HOME. Below the navigation bar is a secondary menu with links for Online Dating, Socialising, Success Stories, Tips & Advice, Help, and View Ldn. The main content area is divided into a left sidebar and a main right section. The sidebar contains a search box, a Member Search link, a my account section with My Account and Log in links, and a large vertical banner placeholder labeled BANNER 120 x 60. The main right section features a large horizontal banner placeholder labeled BANNER 468 x 60, followed by a Success Stories section. This section includes an introductory paragraph about the site's history, two individual success stories (Anetta's and Anna's) each with a small photo and text, and a contact link for users to share their own stories. The footer contains a list of links (About us, Privacy, Disclaimer, Affiliates, Site Map, Links, Feedback, Add to Favorites, Press & TV, Gifts, Tell a Friend) and copyright information for 2000-2010 CityDating.co.uk, with design credits to Fusion Advertising & Design.

CityDatingTM.co.uk REGISTER | LOG IN | CONTACT US | HOME

London's UK coolest meeting place...

Online Dating | Socialising | Success Stories | Tips & Advice | Help | View Ldn

search

- Member Search

my account

- My Account

- Log in

BANNER 468 x 60

Success Stories

CityDating.co.uk has been successfully matching compatible professional international singles for over 8 years. Our careful selection procedures have seen the beginning of many successful relationships, some of which have developed into romance and marriage. The couples below have given us their permission to share their stories...

Anetta's story



Kevin and I met in the early, pre-launch stages of the CityDating.co.uk site, just as the web started. Five years ago searching the internet for a partner still held a stigma. Today it's very different, it's seen as just another way of meeting people. Back then we did not even post our photos online in order to remain anonymous. And, although Kevin and I didn't see each other until our very first date, the spark was there instantly. As soon as we met and started talking, we knew we were made for each other. This surely was love "at the first site!" Very rare and very, very special. We were engaged for 3 years and got married this Christmas.

Anna's story



I first met Chris at a Polish summer ball says Anna. We had a chat and a drink together and the more we chatted the more I liked him. Unfortunately at the end of the evening Chris did not ask for my phone number, so I went home disappointed.

However, things didn't end there. One day my cousin mentioned CityDating.co.uk. I hesitated but I let her register me thinking, I would not bother to check for any responses. Human nature being what it is, a few days later, I was curious to know if I had any messages and was surprised to see there were quite a few messages but one in particular intrigued me. After swapping a few emails and phone calls with this blind date, it turned out to be Chris - the same gorgeous guy I had met at the ball. We could not believe the coincidence but we have now been together for over 2 years and every day feels like fate! I thought things like this only happened in fairy-tales.

If you have your own good story for us to add, let us know - CityDating@citydating.co.uk.

About us | Privacy | Disclaimer | Affiliates | Site Map | Links | Feedback | Add to Favorites | Press & TV | Gifts | Tell a Friend

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Design & Illustrations: Fusion Advertising & Design

Delivery

There will be one fixed banner and a limit of 10 scrolling ads on the homepage at anyone time. This ensures maximum exposure to each visitor to the site.

Rates

Fixed Banner

Period	Commercial Rate
3 months	75 €
6 months	150 €

Scrolling Ad

Period	Commercial Rate
3 months	50 €
6 months	100 €

Orders are accepted from the UK and overseas and should be emailed (banner graphic and URL should be sent as attachments) to citydaitng@CityDating.co.uk.

Please use the headings as set out in our order form. A purchase order number, a contact name and invoicing address must be supplied for your order to be processed. Refunds will not be made once banner has been mounted.

Reciprocal 'deals' and other marketing arrangements are always considered, so feel free to contact us with your ideas.

Making an Effective Banner

There are a few qualities that generally make for more effective banner ads. If you are mounting a banner ad campaign in Drama Research you should keep the following in mind:

- Advertise a particular product or service in your banner, rather than your site generally. If you do advertise a particular product or service, ensure you link the banner ad to that part of your Web site, rather than your home page.
- Use simple messages rather than complicated ones.
- Use animated ads rather than static ones.
- Your graphic content should provoke visitor curiosity, without being too obscure.
- Make your banner visually appealing with interesting content.