

walescymru.com



advertising pack

walescymru.com

about the service

A new generation community website

WalesCymru.com is a new generation community website and an online guide to everything that's good about Wales. It is a site that will help Wales' 2.9 million residents, 150,000 businesses and 11 million annual visitors find, review

and recommend the things they like, and highlight the ones to avoid. If you live, study, work or play in Wales, or are simply visiting for the day, and have an opinion about Wales that you want to share then this site's for you.

A site for Welsh Business



If you're in business you understand that word of mouth is the most effective form of publicity. For this reason WalesCymru.com encourages the open sharing of opinions and experiences. Any business based in Wales can be part of this exchange, by simply adding or claiming their free WalesCymru.com listing.

Once registered, the owner can enhance their profile with a description, add a web link, upload images and respond to reviews and feedback. And they can do all this for free. Businesses can also sign up to any of the advertising services, with rates starting below £25 per month.

Based on Web2.0 technology

We all know about the amazing success of MySpace, Facebook and Bebo and the phenomenon that is social networking. What you may not know is that social networking is made possible by new technologies that give control to the user and have collectively been termed Web2.0. WalesCymru.com is built on Web2.0 principles and uses

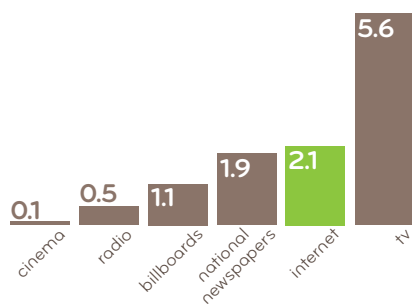
some of the web's most technically advanced social networking applications including microformats, mashup and mini feeds to deliver content and services. But don't worry about these terms; the important thing to know is that they are there and they make it easy to find and share information and experiences with others.

Target Market - everyone online in Wales

According to the latest ONS omnibus survey 15.2m UK households are now online, with 89% connected via broadband. This means that 40m people in the UK and 2m Welsh residents are now making regular and

often daily use of the Internet. This is our target market and represents the users we expect to engage in increasing numbers as the site develops. Full audited user data will be provided to all advertisers as this becomes available.

Online advertising - fastest growing sector



UK 2006 advertising spend by media (£b)
source: the advertising association

With over 65% of the population now online it is hardly surprising that Internet based marketing is the UK's fastest growing advertising medium. Research conducted earlier this year by PwC for the IAB and verified by the Advertising Association established that online advertising spend by UK business exceeded £2b in 2006. With 11.4% of the total advertising market the Internet has now overtaken most of the established forms of b2b and b2c advertising; including newspapers, radio and billboards. The reason for this is simple; advertising

online enables every business, regardless of their size or market, to increase brand awareness, build customer loyalty and lower their cost of sale. It is also the most cost effective form of advertising, achieving the highest conversion rates and provides the best ROI of any media. As WalesCymru.com will directly target the most affluent of Wales' decision makers when they are actively looking for a company, product or service, the marketing potential provided by our site is massive and offers huge opportunities to all Welsh advertisers.

walescymru.com

advertising online

Advertising options

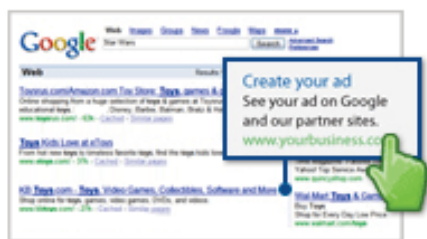
We are happy to provide Welsh online advertisers with four ways to promote their business and reach new customers, through:

- Google AdWords
- 120x60 pixel static buttons (single buttons or as a group of 3)
- 300x100 pixel static or animated banners
- 300x250 pixel animated 'medium rectangles'

Already using Google AdWords?

70% off UK Spa Breaks
Up to 70% off Spa Breaks & Hotels 100%
Guaranteed same day delivery!

Ads by Google



If you are already using Google AdWords there is every possibility your current campaign ads will automatically appear on WalesCymru.com. If not there are several ways this can be achieved by:

- Entering the WalesCymru.com url as a 'selected site' in your AdWords campaign
- Ensuring the selected topics, categories and keywords include 'Wales' & 'Welsh Business'
- Ensuring the selected demographics include Wales.

NB. As our relationship is with Google there is no additional charge to the advertiser in placing their Google AdWords campaign on WalesCymru.com.

Buttons, Banners and Medium Rectangles

We offer a number of different size graphic banners to help communicate

your business's message, each priced according to size and visual impact.

Banner Ad Size (pixels)	Graphic Format	Animation	2007*	2008 discount rate**	2008 standard rate
120 x 60 (single button)	GIF, JPEG	none	Free	£12 pcm	£25 pcm
120 x 60 (group of 3)	GIF, JPEG	none	Free	£25 pcm	£50 pcm
300 x 100 (banner)	GIF, JPEG or SWF	<15 seconds (no repeat)	Free	£50 pcm	£100 pcm
300 x 250 (med. rectangle)	GIF, JPEG or SWF	<15 seconds (no repeat)	Free	£125 pcm	£250 pcm

* 2007 free ads apply only to invited agencies

** 2008 discount rate applies to invited agencies and advertisers and only to advertising purchased before 1 January 2008.

NB. Banners should be produced in conformance with image pixel and file size specifications set by Interactive Advertising Bureau guidelines. Details available online at: <http://www.iab.net/standards/richmedia/inpage.asp>

Contact

To discuss the above advertising opportunities please contact our sales team at:

Telephone 029 20 633 689
Email adsales@walescymru.com
Skype walescymru.com

banner ad order form

Date

01 ordered by

Company
 Street
 Town
 Post code
 Phone
 Fax
 Contact name

post your order to

WalesCymru.com

168 Albany Road,
 Cardiff, Wales, UK
 CF24 3RW

Phone: +44(0)29 2063 3689
 Email: adsales@walescymru.com
 www.walescymru.com

02 banner type* description

duration** unit price amount

banner type*	description	duration**	unit price	amount
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
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<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

* Banner type: **btn**=button, **btn3**=buttonx3, **bnr**=banner, **mr**=med.rectangle

** Duration: 1 month, 2 months, etc.

sub total

VAT @ 17.5%

TOTAL

03 payment by cheque

I enclose a cheque for £ payable to **MyCity MySite Limited**

payment by credit/debit card (select below)

debit card mastercard visa

the sum of £

card number

expiry date security code

card payment taken on 1st day of month

authorised signature

name

internal use only

order completed

first publication

advertising terms & conditions

The website **WalesCymru.com** is owned and operated by **My City My Site Limited** ("the publisher") of 168 Albany Road, Cardiff CF24 3RW.

Orders for insertion of advertisements on **WalesCymru.com**, and any subsequent **My City My Site** website(s) that may carry the advertisements, are accepted subject to the following conditions. For the avoidance of doubt, the words "published" or "publication" shall mean the advertisement in carried (published) on any website(s) owned and produced by the publisher.

1 Placing an Order

The placing of an order constitutes a warranty from the advertiser and/or advertising agency to the publisher:

- That the advertisement is legal, decent, honest and truthful, complying with the British Codes of Advertising and Sales Promotion, with any relevant codes of practice and with the requirements of current legislation; and
- That the advertisement is not defamatory and does not infringe the copyright, moral rights or any other rights of any third party.

2 Hyperlinks and Meta data

Advertisements appearing on the publishers' website(s) may contain only hyperlinks or Meta data linking to or publicising the advertiser's own website. No hyperlinks or Meta data may be included in any advertisements save with the express prior permission of the publisher, the company concerned and/or the copyright owner.

3 Costs, Claims, Damages and Charges

The advertiser and/or advertising agency agrees to indemnify the publisher in respect of all costs, claims, damages, or other charges arising directly or indirectly as a result of the publication of the advertisement(s).

4 Neither Publication nor Date Guaranteed

While every endeavour will be made to meet the wishes of advertisers, the publisher does not guarantee the publication of any particular advertisement or its publication on any particular date. The publisher does not accept any liability for not publishing an advertisement or for not publishing the advertisement on or by a specific date.

5 Errors, Misprint or Omission

In the event of any error, misprint or omission in the publication of an advertisement or part of an advertisement (however caused) the publisher will either re-publish the advertisement or relevant part of the advertisement as the case may be or make a reasonable refund of or adjustment to the cost. No re-publication, refund or adjustment will be made where the error, misprint or omission does not materially detract from the advertisement.

In no circumstances shall the total liability of the publisher for any error, misprint or omission exceed:

- The amount of a full refund of any price paid to the publisher for the advertisement in connection with which liability arose or
- The cost of a further or corrective advertisement of a type and standard reasonable comparable to that in connection with which liability arose.

It is the responsibility of the advertiser/advertising agency to check the first appearance of any

series of advertisements and notify the publisher immediately of any errors. The publisher assumes no responsibility for the repetition of errors unless notified by the advertiser.

Save as set out above, the publisher accepts no liability in respect of any loss or damage occasioned directly or indirectly as a result of publication of any advertisement or any loss or damage occasioned directly or indirectly by any total or partial failure (however caused) of publication of any advertisement or of any title or Website in which any advertisement is scheduled to appear.

6 No liability for loss, damage, acts of god or government, riots, strikes, etc.

Without prejudice to the foregoing, the publisher accepts no liability in respect of any loss or damage alleged to have arisen through delay in forwarding or omitting to forward replies to box numbers to the advertiser (however caused). The advertiser hereby authorises the publisher to return to its originator or destroy any communication which, in the reasonable opinion of the publisher, should not be delivered to the advertiser.

Without limiting the foregoing, the publisher will have no liability for any failure or delay resulting from any governmental action, fire, flood, insurrection, earthquake, power failure, riot, explosion, embargo, strikes whether legal or illegal, labour or material shortage, transportation interruption of any kind, work slowdown or any other condition beyond the control of the publisher affecting production or delivery in any manner.

7 Right to refuse or reject advertisements

The publisher reserves the right to refuse or reject any advertisement or if the advertisement has already been accepted to cancel the order at any time by giving reasonable notice before the next insertion. Where an advertisement is refused or rejected and where payment has already been taken the publisher will issue a full refund inside 30 days. Where an advertisement is cancelled by the publisher, the advertiser/ advertising agency shall not be liable for payment of the difference (if any) between the rates for the series specified in the order and the usual price for the series of insertions which has appeared when the order is stopped.

8 Right to request alterations

The publisher reserves the right to require any alteration it considers necessary or desirable in any advertisement. The cost of these alterations must be met entirely by the advertiser or by the advertisers' agency.

9 Right to cancel without penalty

An advertising agency may cancel any unexpired part of an order without penalty in the event of the death or failure of its client.

10 Copyright

The copyright for all purposes in all artwork, copy and other material which the publisher or his employees have originated, contributed to or reworked shall vest in the publisher.

11 Permissions, authorities and consents

The placing of an order by an advertiser, or an advertising agency on behalf of a client, constitutes an assurance that all necessary permissions, authorities and consents have been secured in respect of the use in the advertisement(s) including:

- Pictorial or other representations of (or purporting to be of) living persons
- References to any words attributed to living persons
- Any material where the copyright or IP rights are vested in another party.

12 Insurance

Any material submitted by the advertiser is held by the publisher at the advertiser's risk and should be insured by the advertiser against loss or damage from whatever cause.

13 Ad Destruction

The publisher reserves the right to destroy without notice all such property after the date of its last appearance unless the advertiser has given instructions to the contrary.

14 Cancellations

In cases where the advertisement has been placed by the advertiser or advertisers' agency the advertiser has the right to cancel their order at any stage prior to the advertisement being carried. In cases where the advertisement has been placed by the publisher on behalf of the advertiser, the publisher will require 5 clear working days' notice of cancellation of any order or unexpired part of an order. All cancellations must be notified in writing. Verbal notification of cancellation must be confirmed in writing within 24 hours otherwise the cancellation will not be accepted. Orders cannot be cancelled once the publisher has commenced to carry out the order in accordance with the first publication date requested by the advertiser; although advertisements can be withdrawn from the site(s) at any time upon the advertisers' request or a justified complaint.

15 Refunds

Where the appropriate cancellation notice is received prior to the advertisement being displayed a full refund will be paid, less a small handling charge. Current handling and administration charges are published on the site's rate card and may be varied by the publisher from time to time and without notification.

In cases where a cancellation notice is received after the commencement of the advertising campaign or where the advertisement has been withdrawn because of a justified complaint, and where the advertising period is longer than one month, the publisher may at their own discretion refund all or part of the remaining credit balance.

16 Rates

The rate payable for transmission of any advertisement shall be in accordance with the Publisher's current rates as set out on our rate card, or as otherwise agreed with the Publisher.

17 Durations

Unless otherwise agreed the duration an advertisement appears on the site will be 31 days from the date the advertisement first appears, or multiples of 31 days where the advertising period is longer. A 3 month campaign will thus run for 93 days (3 x 31) and a six month campaign for 186 days (6 x 31).

18 Position, Impressions and CTR

While every effort will be made to maximise the exposure given to all our advertisers, unless otherwise agreed no guarantees are offered for the number of times an advertisement will appear on the site, the pages the advertisement will appear on, or for the advertisement's click through rate (CTR).

19 Payment

Unless credit terms have been agreed, payment must be received in full prior to the advertisements publication. Payment may be made by personal or company credit card, debt card, via the advertisers' PayPal account, or by personal or company cheque. If paying by cheque the advertiser must allow 5 clear working days after acknowledgement of acceptance for the cheque to clear and prior to the advertisement being carried. Cheques should be non-negotiable and made payable to My City My Site Limited.

Unless otherwise stated all payments should be in Pounds Sterling.

Unless otherwise agreed all payments must be drawable against a UK bank.

20 Credit Terms

When credit is allowed, payment terms are subject to the following rules:

- The due date for payment is the last day of the month after the month in which the advertisement appeared provided that invoices or other proof of insertion have if required, been dispatched not later than the 10th of the month following the month of insertion.
- When the sum owing has not been dispatched to the publisher by the last day of the month following insertion, a surcharge of 4% will be applied on the gross rate.
- When the sum owing has not been dispatched by one further month after (ii) above, a further surcharge of 3% will be added, making the rate of surcharge 7%.
- The existence of a query on any individual item in an account shall not affect the due date of payment of the balance of the account.

21 Disclosure

The publisher will at all times abide by the publishers' Privacy Policy and by requirements of the Data Protection Act, but also reserves the right to disclose the name and address of advertisers and/or agencies to the police, trading standards officials, or any other relevant authority and, where the publisher in its sole discretion deems it reasonable, to other third parties.

The publisher reserves the right to retain for our own marketing purposes the advertisement and the company name of the advertisers and may publish these details on the website(s). In these circumstances personal names and addresses will not be included. The publisher may however publish testimonials where the advertisers name is included; although these will only be published with the advertisers' full consent in writing.

22 Acceptance of Orders

Advertising orders are issued by an advertising agency as a principal and must be on the agency's official form. When copy instructions not constituting an official order are issued, they shall be clearly marked "Copy instruction - not an order". The placing of an order for the insertion of an advertisement shall amount to

an acceptance of the above conditions and any conditions stipulated on an agency's or advertiser's order form or elsewhere by an agency or an advertiser shall be void insofar as they are in conflict with them.

23 No Assignment or Resale of Ad Space

Neither the advertiser nor the advertisers' agency may resell, assign or transfer any of its rights, except to any of their Affiliates provided that such Affiliates are not competitors of the other party. Any attempt to resell, assign or transfer such rights will entitle the publisher to terminate this contract immediately, without liability on the part of the terminating party. For the avoidance of doubt, the term "Affiliate" means in respect of an advertiser or agency its "holding company", its "subsidiary company" or a subsidiary company of its holding company, as those terms are defined in section 736 of the Companies Act 1985.

24 Third Party Servers

Where the advertiser or their agency uses a third party server to serve advertisements to the publisher's site(s), the publisher will have no liability and the advertiser will hold only the third party server (and not the publisher) liable for the failure to publish any advertisement or deliver the number of impressions or click through as provided in their order to the third party. Similarly the publisher will have no liability for any other loss of any kind suffered by the advertiser where those failures or losses are due to or arise out of or in connection with any act or omission of the third party server.

25 Termination of connection to Third Party Servers

The publisher reserves the right to terminate at its sole discretion a connection with any third party server including removing the right of that party to serve the advertiser's advertisements to the publishers' site(s). In the event of such termination, the publisher may at their sole discretion offer to serve some or all of these advertisements themselves.

26 Legal Basis

These terms and conditions shall be governed by and construed in accordance with the laws of England and Wales.

27 Date and Issuer

Date issued: 1 September 2007
Issued by: My City My Site Limited
Registered offices: 168 Albany Road, Cardiff CF24 3RW
Company number: 06319973
Contact telephone: 029 20633689
Email: advertising@mycitymysite.com