

Media Pack

Brad advertising is a cost effective way for media owners to increase their advertising revenue. As the UK's first media planning and buying tool, Brad Online provides a powerful opportunity to reach key agency players who can be notoriously difficult to influence. Your adverts will have maximum impact on key decision makers at a time when they are focused on planning and buying advertising space.

Why Brad?

- The top 15 media specialist advertising agencies subscribe to Brad*
- On average, over 20,000 logins to Brad every month, with an average duration in excess of 115 minutes*

Rate Card (per month)

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|-----------------------------|---------|--|-------|
| Banner | £ 670 | Supplementary Listing | £ 105 |
| Banner (Run of site) | £ 800 | Duplicate Listing | £ 140 |
| Enhanced Entry | £ 310 | Word Sponsor (2 words) | £ 350 |
| Skyscraper | £ 1,500 | Word Sponsor (additional to banner) | £ 250 |
| Button | £ 155 | | |

