



Guidance notes for advertisers

Size of image

- 185 pixels wide and up to 300 pixels high
- Resolution – 72 pixels per inch
- Larger ads up to 600 pixels high can be included for a pro-rata cost

Readability and text size

- Please ensure that any text within the advert can be read when the image is at the size indicated above. Only basic information is required in the advert itself as clicking on the advert links to the advertiser's website

Price

£8/week

£25/month

£50/ 3 months

£90/ 6 months

Procedure

- Ads can be sent direct by using the form at www.hastingsonlinetimes.co.uk/advertise-with-hot or by email to ads@hastingsonlinetimes.co.uk
- Ads will be posted as soon as possible after payment
- Payment can be by PayPal, bank transfer or cheque
- Ad design can be undertaken for an extra charge

Code of conduct

- Ads should be legal, decent, honest and truthful.
- Nothing misleading
- Nothing offensive or Inflammatory e.g. sexist, racist, religious remarks
- Nothing potentially libellous
- Ads will appear at the discretion of HOT

Promote your Business & support HOT

Advertisement placement

- All ads are shown in the right hand column of every page of Hastings Online Times
- The ads rotate so that each one regularly appears at the top of the column.
- Ads are clicked on to take the reader through to the advertiser's website

Web stats from Google Analytics

- 7,500 engaged user sessions per month
- Primarily Hastings readers, plus London & South East
- Ads placed in HOT have an above average click-through rate. Our analytics are great! Contact us for details.

Contact: ads@hastingsonlinetimes.co.uk

www.hastingsonlinetimes.co.uk

HOT engages the public, and has become established as the local online community news magazine