

Online advertising at www.structuraltimber.co.uk

INCREASE YOUR PROFILE TO OUR MEMBERS AND OUR VISITORS

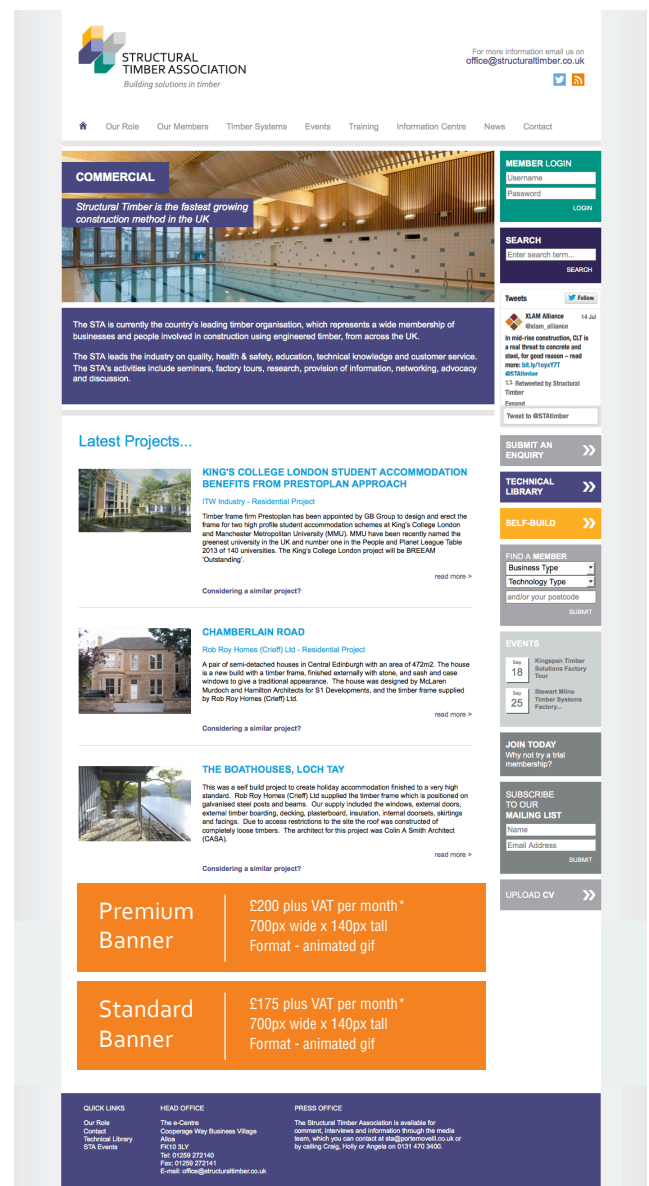
The Structural Timber Association has made a serious impression in the world of energy efficient building systems.

On average, the STA website has **2,000 unique visitors to the site per month** and over **10,000 page views per month** and these visitors include clients, architects, selfbuilders, contractors, designers, engineers and project managers from a wide spectrum of construction sectors.

If you want to get your products and services in front of these prospective customers every day then you need to **book banner advertising space on the new website!**

Web banners are considered to be a **very effective form of advertising and offer a low cost way of getting your brand in front of a targeted audience** – letting you track the success of your advertising on a daily, weekly or monthly basis.

There are a limited number of opportunities for banners – with a maximum 6 banner spaces in total. These will be allocated on a ‘first come’ basis. There is a minimum booking of one month and a pricing structure that incentivises multi-month bookings, which must be paid for in advance. Banner content can be changed at any time during the period booked and any number of messages can be accommodated throughout each month.



The screenshot shows the STA website interface. At the top, there's a navigation menu with links like 'Our Role', 'Our Members', 'Timber Systems', 'Events', 'Training', 'Information Centre', 'News', and 'Contact'. Below the navigation is a large commercial banner for 'COMMERCIAL' with the headline 'Structural Timber is the fastest growing construction method in the UK'. To the right of the banner is a 'MEMBER LOGIN' section with fields for 'Username' and 'Password', and a 'SEARCH' section with a search box and 'SEARCH' button. Below the banner is a 'Latest Projects...' section featuring three project cards: 'KING'S COLLEGE LONDON STUDENT ACCOMMODATION', 'CHAMBERLAIN ROAD', and 'THE BOATHOUSES, LOCH TAY'. Each card includes a photo, title, and a brief description. To the right of the projects is a sidebar with sections for 'Tweets', 'SUBMIT AN ENQUIRY', 'TECHNICAL LIBRARY', 'SELF-BUILD', 'FIND A MEMBER', 'EVENTS', 'JOIN TODAY', 'SUBSCRIBE TO OUR MAILING LIST', and 'UPLOAD CV'. At the bottom of the page, there are two pricing options for banners: 'Premium Banner' at £200 plus VAT per month and 'Standard Banner' at £175 plus VAT per month. The footer contains 'QUICK LINKS', 'HEAD OFFICE', and 'PRESS OFFICE' information.

*Discounted rates apply to multi-month bookings

To discuss banner advertising on the STA website contact:
Victoria Jones on 01743 290045 or email victoria.jones@radar-communications.co.uk

To book your banner advertising space, go to: www.structuraltimber.co.uk/advertise-on-our-website