

# Our Vision:

- To become the biggest and best online community for marketing professionals.
- We have the most entertaining new advertising, the most useful case studies & interviews and the most informative news.



## Why advertise with UTalkMarketing?

- **UTalkMarketing is the market leader**

UTalkMarketing is the leading community website dedicated to marketing professionals with 112,500 unique users and 500,000 page impressions per month (Neilson Net Ratings October 2007).

- **Highly engaged audience**

UTalkMarketing has a focus on user generated content so users are highly engaged with the site and your brand.

- **Sophisticated advertising technology**

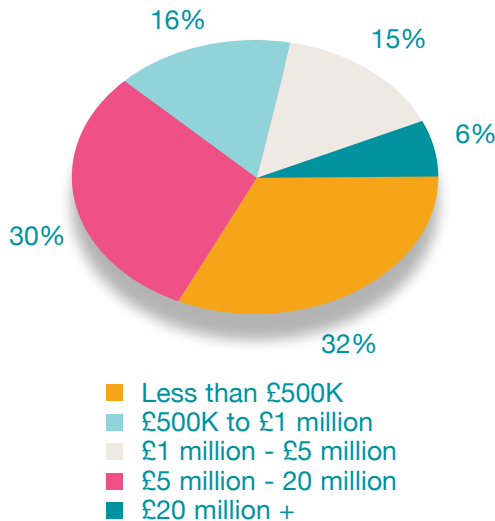
You can maximise sales by reaching the audience most relevant to your agency by advertising alongside highly relevant editorial content.

- **Ideal environment for agency advertising**

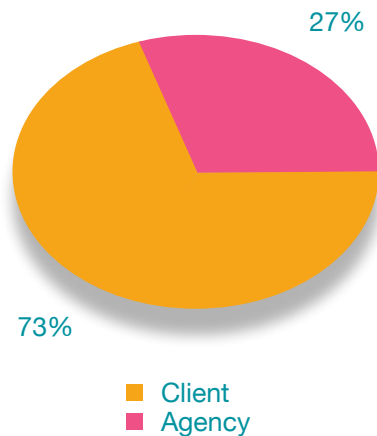
Our site features the latest marketing trends and innovations. Our audience is consistently searching for what you can do for them.

## Our audience

Over 50% of our audience have a budget of £1 million or more:



73% of our audience is on the client side:



“ This site is one of the biggest things to happen to the marcomms publishing world for a long time.

**RICHARD McCANN**  
DIRECTOR, FRIDAY'S MEDIA GROUP

“ UTalkMarketing is simply a revolutionary site. Its changed the way I get my marketing and PR news and is our direct way of recruiting new staff.

**MICHAEL FROHLICH**  
MD RESONATE PR

“ UTalkMarketing is always my first port of call for the latest marketing news and case studies. It's got its finger on the pulse of the industry.

**Clair Porteous**  
Head of Marketing, IPC Media

“ UTalkMarketing has the most comprehensive creative showcase platform in the market. That's why it's important for us to be there – and we are.

**Nick Button**  
Marketing Director, Capital Radio

# Advertising Options:

TO DISCUSS THE BEST PACKAGES TO SUIT YOUR REQUIREMENTS PLEASE CONTACT THE SALES TEAM ON 020 7300 7333



## OPTION 1:



### DISPLAY ADVERTISING

Reach 85,000 (ABCe) marketing professionals each month with display advertising. We offer homepage MPU's as well as run of the site super banners and can build bespoke packages depending on your requirements .

## AGENCY PROFILE PAGE

An agency profile page will provide a consistent presence all year round ensuring marketing professionals are choosing your services.

## OPTION 2:



## OPTION 3:



### CHANNEL SPONSORSHIP

You can be an exclusive channel sponsor for any industry discipline such as DM, Advertising or Sales Promotion. Your advertising will feature on every page with relevant editorial content enabling you to reach the right audience.

## Option 1:

# Display Advertising



Display advertising packages can be tailored to suit your requirements depending on your budget. Call our sales team on 020 7300 7333.

**Flash graphics supported.**

## Run of the Site Super Banner.



Our super banner gives you a large canvas to reach marketers across the site.

**Cost is £40 per 1000**

## Homepage MPU.



Our Homepage MPU is above the fold, making it the highest profile advertising position on the site.

**Cost is £60 per 1000**

## Option 2:



# Agency Profile Page

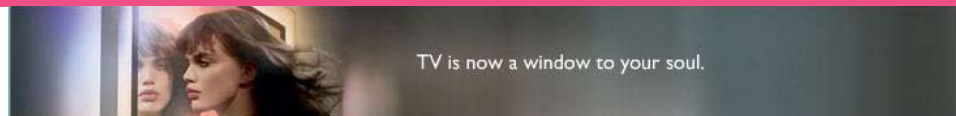
How do you ensure your agency **gets the call** when industry professionals are looking for their next supplier?

An agency profile page provides you with **permanent brand presence** on UTalkMarketing. This allows you to tell customers all about your services and expertise. It is also **thoroughly integrated** which means every time your agency is mentioned on the site, a **dynamic link** from the article will drive traffic **straight to your profile page** for more information.

**Your profile is customised** with a logo, contact details, company information and a client list. Best of all, your page is **dynamically updated** with all of the latest content that mentions your company whether it's a case study, news story or advert.

Over **73% of our users are marketing clients** so this is a superb way of integrating with the hottest site in marketing making sure you are always top of mind.

**£1500 per year**



News Creative Showcase Case Studies How To Guides Research Marketing Answers Career Advice Agency Profiles Recruiter Profiles Jobs

SEARCH  
ADVANCED SEARCH

LOGIN | REGISTER

MARKETING  
SPECIALITY

ONLINE  
DIRECT  
ADVERTISING  
DIGITAL  
POS  
EVENT  
SP  
MEDIA  
RESEARCH  
CRM  
STRATEGY

BUSINESS  
SECTOR

FINANCIAL  
TRAVEL  
B2B / TRADE

### Marketing Company Profiles

#### Resonate

##### Company Information

We are all about making real connections, pure and simple. We take your brand and connect it to the real world, translating your message to resonate with your customers.

Coverage is no longer enough. PR has to work harder. If the ideas used don't resonate at a human level they won't trigger any response. We have the ability to move on from simply raising awareness to genuinely influencing behaviour. We make connections. This is what great PR does.

##### What we do

We focus on translating what brands want to say into what customers want to hear. Getting past consumer message filters and influencing change. Great PR focuses on impact – not volume. Really good ideas come from understanding what people want to read/ hear about, how and where they want to hear it. Our approach lets our creative go beyond traditional PR remits and allows us to construct fully integrated brand activation programmes.

##### Some of our clients

- Vauxhall	- Vauxhall
- Last Minute	- Last Minute
- The number 118 118	- The number 118 118
- Malibu	- Malibu



##### Contact Information

123 Smith Street  
London SE1 3ER

+44(0)00 0000 1234

some@mailaddress.co.uk

www.resonate.com

# Option 3:

## Channel sponsorship



### Exclusive sponsorship



If you require exclusive and targeted advertising, this is the package for you.

You can be an exclusive channel sponsor for any of our channels such as DM, Advertising or Sales Promotion

This includes:

- **Skyscrapers** are next to all articles relevant to your chosen discipline and are integrated into the content
- **MPU** on channel homepage
- The opportunity to work with us for **advertorial** and PR purposes



### Alternatively, you can be One of four channel sponsors for as little as £400 a month

This includes:

- A button. This appears on all content relevant to your business and is integrated into the site.

