

ST ALBANS



TRADES

.com

Dear Customer

8th July 2011

Following to overwhelming success of our local publications and website in Harpenden, we will shortly be launching a new Trades Directory exclusively promoting the local Trades in St Albans. This directory will be published **twice a year**, Autumn/Winter and Spring / Summer which will enable you to target your advertising.

We will be publishing **10,000**, 68 page, A6 (pocket size) full colour, directories, which will be perfect bound giving it a quality look!

This will be Free a pick up and available in key destinations in the St Albans area, its primary focus will be to promote local trades and highlight the importance to residents of **Keeping it LOCAL** when looking for trade services in the district.

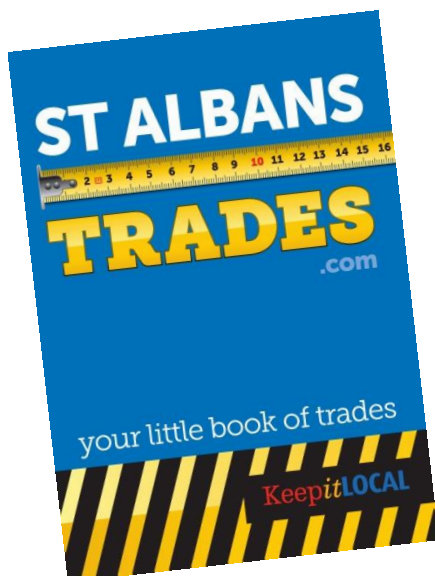
In addition to the printed directory, we can list your business on our comprehensive website which will enable you to **Enhance** you listing which promotes your business in multiple categories and enhances its presentation with: **Description, Image Gallery, Map, Reviews, Offers, Website and Email links**. All this for a further £90.00 for a six month period.

This directory will be the must have book of numbers.

Rate Card

Full Page	£125.00	size 14 x 9cm (w x h)
Half Page	£95.00	size 6.5 x 9cm (w x h)
Quarter Page	£75.00	size 6.5 x 4.4 cm (w x h)

These prices are for one edition and subject to VAT



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You will shortly receive in the post an example of the Directory along with a note pad and rate card. Space will be limited so please confirm you booking for the Directory and Web listing as soon as possible on info@stalbanstrades.co.uk

Jason Foley – Handy Man

My advert in the Directory has already paid for itself many times over. Customers started calling me within 10 days of the directory launching and the phone hasn't stopped ringing yet.

The calls that I am getting are from local people wanting to use quality, genuine local tradesmen knowing that they will get a great service and a competitive price.

I'll be taking out a bigger advert next year!

Local advertising that really measures up...

Keep it LOCAL