

# LymeOnline

24/7 news | sport | community

Lyme, Uplyme & Charmouth



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February 2018

## ***Dear Trader,***

You will probably know by now that to fill the void created by the closure of the View From Lyme Regis newspaper we have launched a new media outlet for Lyme Regis, Uplyme and Charmouth - **LymeOnline**.

When the View From closed we were inundated with requests to start a new publication for local traders and organisations to advertise their services and events. The View From played a huge role in the community life of Lyme Regis, supporting many causes and organising events. Had it not been for the View's generous readers, the Red Arrows' summer display would never have happened and many other local events would have been less successful without promotion in the View From.

We intend to put that right and continue down that road - but we need your support to make it work.

We have already launched the **LymeOnline** website which received an astonishing response in its first week of going live, with a huge number visiting the site and accessing the news pages around 15,000 times. We uploaded more than 60 stories from the Lyme Regis area, three times the number we would have accommodated in just one week of the View From.

As from February 23rd we will be publishing a fortnightly newspaper exclusively for Lyme Regis, Uplyme and Charmouth with 4,000 copies being delivered free door-to-door with papers also available at other outlets around the area. Add the website readers and those from the newspapers and **LymeOnline** will have a readership in excess of 8,000 people, all within easy access of our local shops and facilities.

**LymeOnline**, edited by my daughter Francesca, will be a non-profit operation financed solely by advertising with special cost-effective packages available on both the website and in the newspaper. Our advertising rates will be the lowest of any newspaper in this area - you can advertise on the website for as little as £5 per week and in the paper for £8 per week.

With your support we can ensure that Lyme and district has a newspaper which serves the community in an informative and entertaining way. A paper that Lyme wants and deserves.

I have pleasure in enclosing a Media Pack which outlines the advertising opportunities available. I will be happy to call on you to discuss your requirements at any time. Please call me on **07796 951991** if you would like further information.

**Philip Evans**

## ADVERTISEMENT RATE CARD

The digital revolution...

Whilst there has been an explosion of news and advertising on digital platforms, there are many, especially in high retirement areas such as the Lyme Regis, Uplyme and Charmouth, who still want their news presented in a traditional newspaper.

By advertising in **LymeOnline** you get the best of both worlds. Our advertising fees, the most competitive in the local market place, include an advertisement in the newspaper and on the website. We can upgrade your digital ad for a minimum amount for greater impact and we can even get your ad on mobile phones. All digital ads will have a click-through to your own website.

Local news 24/7 can be accessed through the **LymeOnline** website with more comprehensive coverage in the printed version.

Here's a couple of links for those who would like to know more about digital advertising:

**<https://www.smartinsights.com/internet-advertising/internet-advertising-analytics/uk-online-ad-spend-latest-statistics-released/>**

**<https://loopme.com/4-stats-showing-the-rapid-growth-of-uk-digital-advertising/>**

### LymeOnline in print format

Our print edition will be published every fortnight (25 editions per year) in tabloid format, 24 pages, and will be delivered door-to-door in Lyme Regis, Uplyme and Charmouth, with copies also available at other pick-up points throughout the area, including Tourist Information Centres and holiday outlets during the summer months.

ABOUT - DIGITAL EDITION - ADVERTISING - CONTACT US

**LymeOnline**  
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**Don't miss The Big Breakfast**  
in aid of Cancer Research UK  
Woodmead Hall, Lyme Regis | Friday, April 4th | 9am to 12.30pm | £6 a breakfast

HOME NEWS SPORT COMMUNITY ENTERTAINMENT GALLERY BLOGS EATING OUT LOCAL INFO

LATEST NEWS [3th March 2018] Local food outlets looking to reduce plastic waste - LYME REGIS

**TOP STORIES**

**LYME REGIS**  
  
**Lyme Regis residents make most of one of heaviest snowfalls in living memory**  
2nd March 2018

**DIGITAL EDITION**  
Flick through all pages of the latest LymeOnline newspaper on screen

**MARINE THEATRE**  
LYME REGIS  
THE BOADICEA OF BRITANNIA STREET  
CELEBRATING INTERNATIONAL WOMEN'S DAY  
Friday March 2  
Doors open 7.30pm  
Tickets £10/5  
£11 show

**WIN! WIN! with your new community paper** See pages 14 & 16

**LymeOnline**

FOR LYME REGIS, UPLYME & CHARMOUTH • FORTNIGHTLY • FEBRUARY 23 2018 • www.lyme-online.co.uk

**HARRY'S IN TOWN!** PAGE 6

**Meet Lyme's first Guide Dog**  
Lyme Regis has welcomed its first Guide Dog after resident Louise Woodcock was awarded the canine.

**Plans for Lyme to go plastic free**  
ECO-GROUP from Lyme Regis is looking to make the town plastic free.

**Petition launched for lifeguard hut**  
A LYME Regis resident has launched a petition, asking the town council to consider the need for a lifeguard hut to be set up on the beach.

**Seasiders clinging to promotion**  
LYME Regis FC has been awarded a promotion to the Dorset Premier Division.

**CLIMB EVERY MOUNTAIN**  
Lyme student takes on charity hike of Kilimanjaro in memory of dad

**FRANCESCA EVANS**  
Lyme Regis resident Francesca Evans has taken on the challenge of climbing Kilimanjaro in memory of her father.

# Online. In print. The best way of reaching the widest audience in Lyme Regis, Uplyme & Charmouth

When The Regent burnt down in Lyme Regis, thousands took to social media to see what was happening to their treasured art-deco cinema, clicking onto onto Facebook or Twitter. The next day the View From Lyme Regis newspaper (the forerunner to **LymeOnline**) gave comprehensive photo coverage of the biggest story to break in 2015 and copies were snapped up within minutes of the paper hitting the streets.

It was a classic example of how traditional print and the new media phenomenon could combine to give the reader immediate and complete coverage.

This was the future for hyper-local media - the way it would be in this digital age.

## LymeOnline

**Register to receive our regular Newsletter - go to [www.lyme-online.co.uk](http://www.lyme-online.co.uk)**

### Our advertising rates

- Front page: £1.50 scc
  - Run of paper: £1.25 scc
  - Full page: £125.00
  - Half page: £65.00
  - Quarter page: £45.00
  - Public Notices/Jobs £1.50 scc
  - Local services: \*£8 per insertion
- For every advertisement placed in the print product, an MPU (mid-page unit) digital ad will appear on the **LymeOnline** website
- \*Minimum booking of 4 weeks  
See separate sheet for on-line advertising only

Look out for our quarterly colour magazine featuring the many attractions Lyme Regis has to offer - special rates for regular advertisers.

Call Philip Evans on **07796 951991** to discuss your advertising requirements.

**Payment due on receipt of proof**

**LymeOnline**  
24/7 news | sport | community  
Lyme, Uplyme & Charmouth

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## Online Advertisement Costs

### Banners

Prime position, all pages (minimum 4 weeks) £25.00 per insertion

Discounts available for longer bookings

1 insertion (static)	£15.00
4 insertions (static)	£12.00 per insertion
8 insertions (static)	£10.00 per insertion
1 insertion (rotation)	£12.00
4 insertions (rotation)	£10.00 per insertion
8 insertions (rotation)	£8.00 per insertion

### Mid Page Unit (MPU)

1 insertion (static)	£10.00
4 insertions (static)	£8.00 per insertion
8 insertions (static)	£6.00 per insertion
1 insertion (rotating)	£8.00
4 insertions (rotating)	£6.00 per insertion
8 insertions (rotating)	£5.00 per insertion

### Local Directory

Upgraded listing	£10 per year
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Call Philip Evans on 07796 951911 to discuss your advertising requirements

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## Lyme Online Paper Advertising Rates

Front Page	£1.50 per single column centimetre (scc)
Run of Paper	£1.20 scc
Full Page	£125
Half Page	£65
Quarter Page	£45
Public Notices	£1.50 scc
Local Services	£1 scc (minimum booking 4 weeks)
Recruitment (jobs)	£1.50 scc

For each advertisement placed in the Lyme Online paper a free MPU advertisement will appear on the Lyme Online website

## Specimen sizes

10 cmx x 2 columns (ROP) - £25



5 cmx x 2 columns (ROP) - £12.50



This size advertisement in Local Services will cost just £10 (minum 4 insertions)

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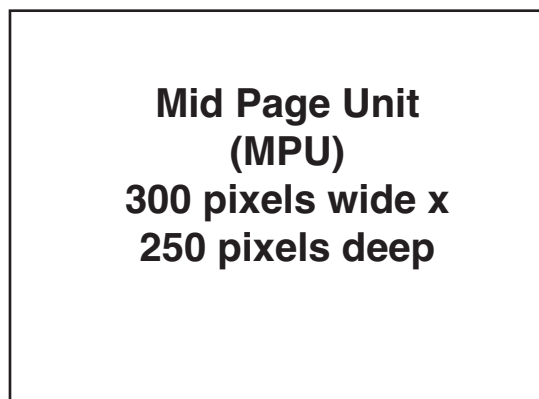
*Lyme, Uplyme & Charmouth*

## Specimen Online Advertisement Sizes

Prices from £8.00 per week



Prices from £5 per week



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## Advertorials

**LymeOnline** recognises that it is essential for commercial operations to maximise response from their advertising budget and we will always be happy to discuss with regular clients advertorial opportunities.

For example, we can offer full page Business Profiles including bespoke editorial and photographs for the inclusive fee of £125 with additional copies of the paper for the company's own customers. These features will also appear on our digital platform.

**LymeOnline** will also be interested in publishing features on anniversaries, refits or the introduction of new lines, etc. with advertising support being secured from suppliers or associated businesses which reduces costs considerably.

**LymeOnline** will also be publishing a number of themed features throughout the year in which all advertisers will be offered editorial alongside their advertisements with costs starting as low as £15, as well as features highlighting Lyme's many summer festivals.

### ***These features will include the following:***

- Eating Out in and around Lyme Regis
- Food & Drink
- Business Services
- Health & Beauty
- Fashion
- Sunday Lunch
- In The Garden
- Let's Take Tea
- The Lyme Pub Scene

**Call Philip Evans on 07796 951911 to discuss your advertising requirements**