

BANNER ADS ON WIMBLECOMM

ABOUT WIMBLECOMM

Wimblecomm, the **online community hub** for Merton, was developed and launched by local charity Wimbledon Community Association (WCA) in late 2016.

We are passionate about Merton community space and its people, operating the *Wimblecomm* hub to actively promote Merton community spaces, events/ activities, community leaders- and organizations. Our mission for *Wimblecomm* is to *connect people with places and their passions*.

The site currently hosts 110+ searchable, fully illustrated space listings, a comprehensive venue directory, events calendar, blog, community news section, and a quarterly newsletter, *Community Bytes*. In response to the Coronavirus pandemic our Covid19 Hub was added in and developed since March 2020.

WCA is a small, long established local charity and membership organization whose legacy dates back to 1946. We develop, market and operate the site on a self-funded basis. Non-profit community venues become members and publicize their space for hire, events/activities, and other content on the hub, free of charge.

Our users visit the site primarily to search for and enquire about space for hire, to find out 'what's on' in Merton, and to access content on our Blog, Covid19 Hub, News and other sections which are updated and refreshed frequently.

Our small team is working hard to develop, optimize and market *Wimblecomm*, its core functionality and value-added content. In addition, we have developed a strong social media presence on Twitter, Facebook, Instagram and recently, LinkedIn, which we use to promote *Wimblecomm* and our venue members, users, partners and friends.

Additional charitable services include the provision of member training webinars, networking events, community surveys, as well as adhoc support on a range of community projects run by venues and other groups and organizations in Merton.

Whilst at present we provide these charitable benefits to Merton based non-profit venues and residents for free, our longer term vision is to start offering commercial space listings and banner ads on *Wimblecomm* to local, community minded businesses who would like to increase their reach across the Borough at highly competitive rates but do not meet our current venue membership criteria.

WHY ADVERTISE ON WIMBLECOMM

This fast growing, dynamic and unique community hub is the ideal place to advertise your local business/service to communities in Merton. By advertising with us, you can demonstrate that your business is 'community-minded' and that you are happy to support a long-standing local charity.

Our highly competitive rates enable businesses to add *Wimblecomm* to their advertising portfolio without the price tag that comes with placing ads on bigger websites and print publications. We do not allow third party controlled or pop up ads, nor do we have commercial cookies on *Wimblecomm*. We limit the number of ads on our homepage to 5 or less at any point in time. Your ad will have a static position on our homepage for the

duration of its placement and create the exposure it deserves without the potential distraction of pop-up ads and cookies.

We monitor and report site traffic and other performance data on a regular basis. Relevant data as appropriate, and a report on clicks on your ad covering your placement period can be provided on request.

SOCIAL MEDIA

Reference to your ad will be included in our relevant social media and other digital marketing campaigns and regular posts by WCA/Wimblecomm, as appropriate.

HOMEPAGE ADS

Up to 5 ads, positioned on the site's homepage, are available as follows:

Introductory Price

- 1 Month @£15 (non-refundable, payable upon booking)
- 3 Months @£30 (non-refundable, payable upon booking)

Format

- Wide banner (1000 x 210)
- Wide narrow banner (1000 x 148)
- Rectangular ad (400 x 333)

The actual format(s) available at the time will be confirmed on enquiry and will depend on the number of ads that are already displayed on the page.

Artwork

Please note that artwork files need to be provided, should not exceed 500kb and images need to be in Jpeg, GIF or PNG format. If needed, we can provide design support via our external web designer at an additional charge.

Backlinks To/From External Sites

Advertisers should supply the URL they want to link to their ad, which will be set to open in a new tab/window when the ad is clicked. We encourage advertisers to backlink from their website to their ad on Wimblecomm, we will provide an image and our web address; alternatively, we can provide a code snippet if that is the preferred option.

Reporting

We will track clicks and outbound links from the ad and report on this on a monthly or quarterly basis.

Newsletter

Ads booked for 3 months will get a placement in one of our quarterly newsletters at no extra charge.

TERMS AND CONDITIONS

Please note that all placements of banner ads are subject to our Terms and Conditions as published on *Wimblecomm*. We reserve the right to refuse or discontinue an ad and/or listing if they are not deemed suitable and in keeping with the overall purpose and ethos of *Wimblecomm* and its related services.

If you would like to book an ad/commercial listing or for further information, please contact:

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Wimblecomm #ConnectingMerton