

## How to: Successfully create your Advertisement.

### YOUR ADVERTISEMENT ARTWORK.

Before logging on to place an advertisement it is essential that you have your advertising artwork prepared to the correct size and in the appropriate .jpeg format and that your advertisement complies with the Advertising Standards Authority code of advertising practice (The UK Code of Non-broadcast Advertising, Sales Promotion and Direct Marketing ,the [CAP Code](#)).

Just follow [this link](#), ([www.copyadvice.org.uk](http://www.copyadvice.org.uk)) and use the purple search bar on the right hand side to look for information on a range of therapies

**SIGN IN** Using your email address and confidential password

**DASHBOARD** This is the page that opens after sign in. Go to ADVERTS .....Click create

**A NEW ADVERTISEMENT PAGE** Opens up

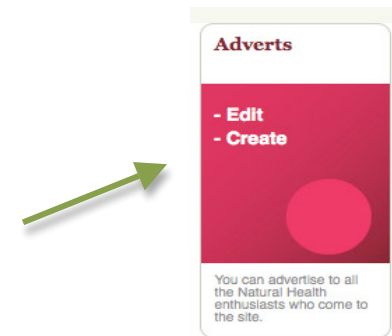
As there are distinct section to the website with different audiences (the general public on the public section. Therapists and listers in the business section) in the create a new advertisement box you will be asked to decide where you wish you advertisement to appear.

You will then be asked which size of advertisement you wish to book  
Banner or Box.

Banner advertisements appear on the homepage of the public site or the home page of the business site and are shown in rotation.

Box advertisements appear on the public site in the main therapist listing page and the events calendar page.

**Main Image / browse** . This is where you load your advertisement



**Image Description.** Enter keywords that describe your advertised product or service. This will help search engines find your advertisement eg. your practice name/product name, Key words that describe what your product or service benefits etc.

Enter the length of time you wish your advertisement to appear.

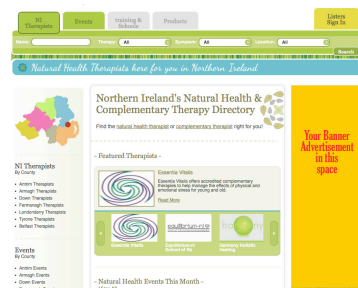
**Advert Month** – Enter the month from which you would like your advertisement to appear and the year in which you would like it to appear

**Advert URL or Email** – Your advertisement can act as a link to your own website or if you include an email address in the advertisement as a means of having customers/clients contact you. So depending on what contact you wish to have include your www. web address or email address here.

**SAVE your advertisement.** Your advertisement is now pending payment.

**When the payment process is completed your advertisement will move from pending to LIVE and will appear on the relevant pages.**

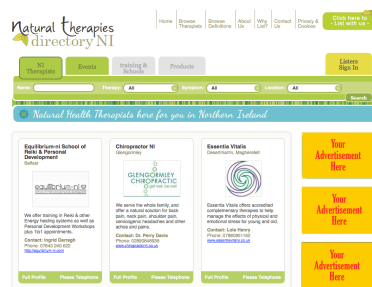
Banner Advertisement –  
Public Site Home Page  
Size 200 pixels wide x 550 deep



Banner Advertisement –  
Business Site Home Page



Box Advertisement  
Public Site  
Therapists Listing  
Size 200 pixels wide x 120 deep



Box Advertisement  
Public Site  
Events Calendar Page



**NOTE:** Please ensure that you have copyright for the use of any images used in your advertisement or published anywhere on the website