

Introduction:

English Country Inns, launched in 1998, is an exclusive Internet web site dedicated to the promotion of **traditional, historic hotels and inns** of character. We reach a **targeted audience** who are all seeking the unique style of accommodation offered by our member inns.

Why advertise with English Country Inns?

- English Country Inns has over 12-years of proven advertising success on the internet.
- The Historic UK family of websites, which includes Historic UK, English, Scottish and Welsh Country Inns, have established a niche market presence.
- English Country Inns alone can receive over **350,000** page views a month (Dec 26 2010 – Jan 25 2011 figures)
- English Country Inns is regularly updated for special offers, seasonal breaks and late availability offers. This ensures that the site remains up to date and relevant.
- English Country Inns ranks extremely highly for popular and relevant keywords, including:

Keyword	Google UK Ranking <i>(organic, Aug 24 2010)</i>
English Inns	1
Country Inns	1
Romantic Breaks	2
Weekend Breaks	4
Late Availability	3
Valentines Offers	2
Easter Breaks	5
Bank Holiday Offers	6

Rate Cards

English Country Inns prides itself on being able to offer tailored, ad-hoc advertising to our customers. However, the following rate cards should give prospective clients an idea of the opportunities available.

Banner Advertising

Landing Page	Details of Advertisement Spot	Price <i>(per month, exl. VAT)</i>
Special Offers http://www.english-inns.co.uk/SpecialOffers.htm Monthly Pageviews* : 20,000	1 slot on a 4-slot rotational carousel. 300x225 image, title, two lines of text	£75

<p>Romantic Breaks http://www.english-inns.co.uk/RomanticBreaks.htm Monthly Pageviews* : 41,840</p>	<p>Left navigation banner 135 x 200 image, JPEG or GIF</p>	<p>£125</p>
<p>Weekend Breaks http://www.english-inns.co.uk/WeekendBreaks.htm Monthly Pageviews** : 21,721</p>	<p>Left navigation banner 135 x 200 image, JPEG or GIF</p>	<p>£75</p>
<p>Valentines Breaks http://www.english-inns.co.uk/Valentines.htm Monthly Pageviews** : 34,500</p>	<p>Left navigation banner 135 x 200 image, JPEG or GIF.</p>	<p>£115</p>
<p>Easter Breaks http://www.english-inns.co.uk/EasterBreaks.htm Monthly Pageviews*** : 18,800</p>	<p>Left navigation banner 135 x 200 image, JPEG or GIF</p>	<p>£75</p>
<p>May Bank Holiday http://www.english-inns.co.uk/MaySpringBankHoliday.htm Monthly Pageviews : TBC for 2011</p>	<p>Left navigation banner 135 x 200 image, JPEG or GIF.</p>	<p>£65</p>
<p>Christmas Breaks http://www.english-inns.co.uk/christmasbreaks.htm Monthly Pageviews : TBC for 2011</p>	<p>Left navigation banner 135 x 200 image, JPEG or GIF</p>	<p>£95</p>
<p>New Year Breaks http://www.english-inns.co.uk/newyearbreaks.htm Monthly Pageviews : TBC for 2011</p>	<p>Left navigation banner 135 x 200 image, JPEG or GIF</p>	<p>£95</p>
<p><i>English Country Inns reserves the right to refuse advertising requests for any reason.</i></p>		

*Statistics from 24 Jul - 23 Aug 2010 **Statistics from 13 Jan - 12 Feb 2010 ***Statistics from 1 Mar - 31 Mar 2010

Advertise your hotel / inn

For hotels and inns, English Country Inns offers three different levels of advertising membership. We charge no commission for any bookings derived from our site, and prices start from just £54pa + VAT. We are also currently offering a free four month, no obligation trial to all new member inns and hotels!

Web Link Package..... **£54pa + VAT**

If you already have your own web site and wish to give your hotel/ inn greater exposure on the World Wide Web, English Country Inns will include descriptions of your establishment in the directory, along with hyperlinks direct to your own site. Your inn will also be listed in our Hotels and Inns at a Glance section. You will be invited to post offers in any or all of our promotions, including seasonal offers (Valentines Breaks, Easter promotions, Special Offers, Christmas/New Year...), Romantic Breaks, Haunted Inns, etc. All Web Link Packages also include discounted rates off our Landing Page Advertising rates.

Standard Package..... **£85pa + VAT**

Your own web page of information at <http://www.english-inns.co.uk/YourInn> This page is usually produced from your own website or brochure and includes photographs, full contact information, hotel description, etc. Your inn will also be listed in our Hotels and Inns at a Glance section. You will be invited to post offers in any or all of our promotions, including seasonal offers (Valentines Breaks, Easter promotions, Special Offers, Christmas/New Year...), Romantic Breaks, Haunted Inns, etc. All Standard Packages also include discounted rates off our Landing Page Advertising rates.

Premier Package..... **£149pa + VAT**

Your own mini web site of 5 web pages of information at <http://www.english-inns.co.uk/YourInn> These pages are usually produced from your own website or brochure and include photographs, full contact information, hotel description, etc. Your inn will also be listed in our Hotels and Inns at a Glance section. You will be invited to post offers in any or all of our promotions, including seasonal offers (Valentines Breaks, Easter promotions, Special Offers, Christmas/New Year...), Romantic Breaks, Haunted Inns, etc. All Premier Packages also include discounted rates off our Landing Page Advertising rates.

What They Say About Us

"Can we both say a big thank you for all your help over the entries you have done on your website for our hotel, we were very busy over Easter, and primarily most people had seen us on English Country Inns, so many thanks."

Nicky and Philip Earland, The Olde Forge Hotel and Restaurant, Magham Down, East Sussex

"Keep up the good work - you are still, by far, the most productive website that we subscribe to."

Steve Amphlett, The Plough Inn, Wigglesworth, Skipton, N. Yorkshire

"We have more enquiries from potential customers and bookings from your site than from any other site - and I include the AA site and the English Tourist Board. Once again, thanks for a fab. site"

Judy Dudley, The Bull Hotel, Fairford, Gloucestershire

"We have a great number of enquiries from English Country Inns. Thank you for your good advertising and presence on the search engines."

Martine Crepy, Proprietor, Lavenham Great House, Lavenham, Suffolk

"Your site is the top referrer to my main website according to my stats program - well done!"

Miles Hunter, Owner, Pen-Y-Dyffrynn Country Hotel, Rhydycroesau, Shropshire