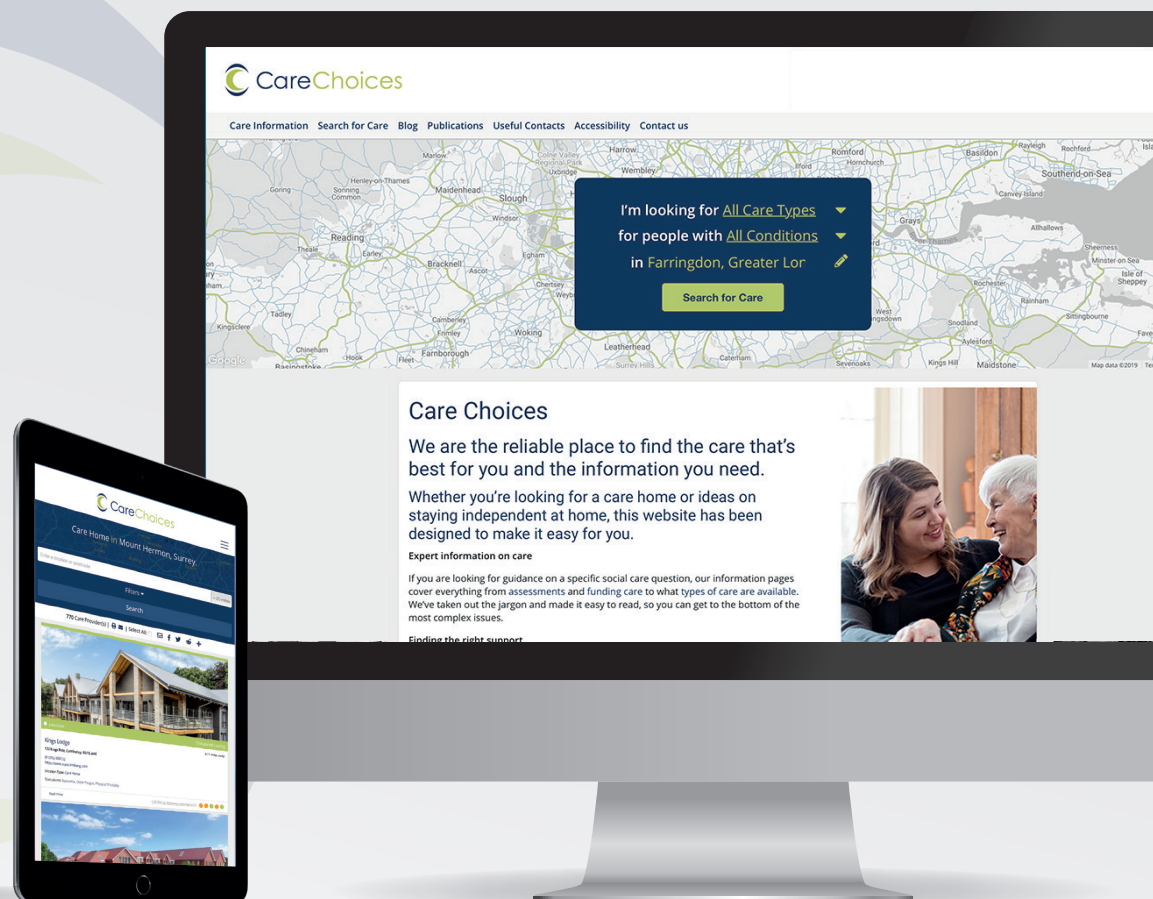


Advertise your service on the
Care Choices website. Reach care
seekers in your local area.

www.carechoices.co.uk



2022 DIGITAL MEDIA
INFORMATION

 CareChoices

Care Choices has been publishing in social care for over 28 years. Our products and events offer information, guidance and best practice to care seekers and care providers.

Why advertise?

www.carechoices.co.uk is a comprehensive, fully-searchable website for people looking for care services.

Offering care information and guidance as well as details of over **35,000** care and support providers in England, Scotland and Wales.

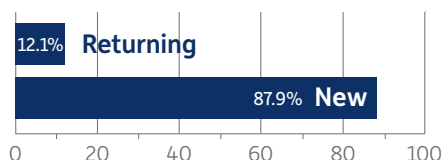
50 NHS
trusts link back to the
Care Choices website

Trusted by local government.
47 local councils link back to
the Care Choices website.



OVER 2 MILLION
page views annually

VISITORS



Care Choices has **OVER 28,000** care related keywords on page 1 of Google

Options and rates

Enhanced listings and additional opportunities

Enhanced listing

Prioritised positioning above all basic listings, bespoke 300 word description, Video/360 Tour, search engine optimised page, extended contact details, logo, 5 images, coronavirus information for your service and a link to your website. ** target areas outside of your registered address by adding virtual locations

£245

National listing

Appear in all searches.

£1,500

Featured Care Group

Group profile available in combination with new/existing enhanced listings.

£2,000

Banner advertising

Homepage

Top banner	728px wide x 90px high	£3,000
Side square banner	256px wide x 256px high	£1,500

Other pages eg. care information pages

Top banner	728px wide x 90px high	£750 – £1,500*
Side square banner	256px wide x 256px high	£500 – £1,000*

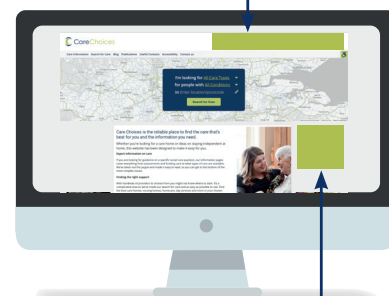
** Please speak to your Account Manager for further information and prices * Prices dependent on page.

All prices are subject to VAT at the standard rate at the time of invoicing.

You're **70% MORE**
LIKELY to be viewed as
an enhanced listing

Over **81,000**
VISITS to care
information pages

Top banner



Side square banner

Who advertises on **www.carechoices.co.uk**?

- Care homes – from single operators to major providers
- Domiciliary care and live-in care providers
- Financial and legal advisers
- Home adaptation and equipment organisations

Technical specs

Online banner

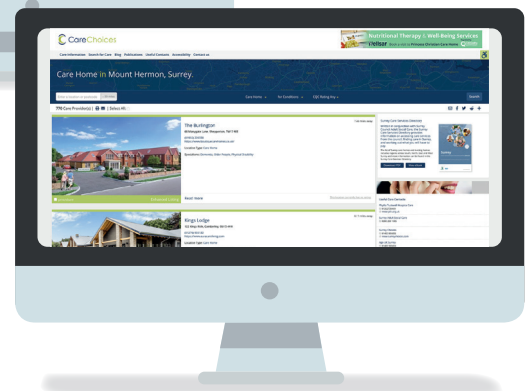
Website artwork should be supplied as a GIF or JPEG file, not exceeding 40KB. It can be supplied static or animated. Animated artwork should last no longer than 12 seconds with no rapid strobing.

Free banner design service

We offer a free design service to all advertisers. To design your bespoke artwork, we will require:

- 50 words of text, including contact details;
- images supplied as JPEG files;
- logo, supplied as a JPEG or EPS file;
- targeted URL for your site.

Please provide any corporate guidelines and previous advert samples where applicable.



www.carechoices.co.uk also hosts ebooks for all our regional care services directories and dementia guides.

Terms

All prices are subject to VAT at the standard rate at the time of invoicing. Orders can be cancelled, in writing, within 14 days from the date of the agreement. We reserve the right to revise these prices at any time – prior notification will be given.

☎ 01223 207770 ✉ enquiries@carechoices.co.uk 🖱 www.carechoices.co.uk 🐦 @CareChoicesLtd

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