

# Outbuildings Mini Guide

## Sponsorship package

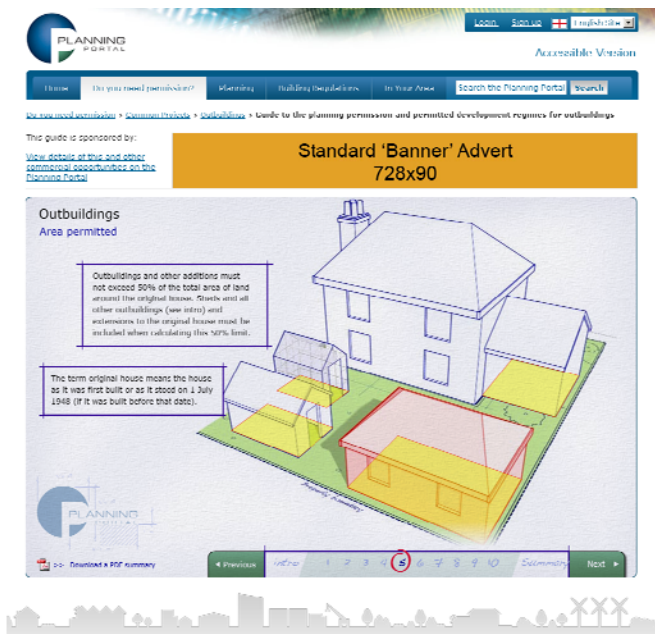
### Target an audience interested in Outbuildings

Over 11000 users visit our tools and content relating to Outbuildings every month.

You can target this niche market by taking up the opportunity to be the sole sponsor and advertiser across this content area. Not only do our users view the guide online; but many also download and print off the PDF copy.

If you take up this opportunity, your advertisement will appear:

- On the guide's content page within Common Projects - This page displays all the governments planning information about extensions
- On the interactive Outbuildings Mini Guide used by over 11000 people to clarify the planning and building regulations laws relating to their ideas
- On the PDF download overview of our content



### The Facts

- Governments authoritative source of Planning Law for the subject
- Live Mini Guide Monthly average of 11000visits (November 2010)
- Outbuildings Page Monthly average of 11500 visits
- PDF downloads an average 3500 per month
- Visually attractive, interactive, easy to use tool, praised by users

The Planning Portal Service is provided by

Advertisement	Size
Outbuildings Mini Guide Page	300 x 250 pixels
Live Outbuildings Mini Guide	728 x 90 pixels
Downloadable PDF Mini Guide	180 x 150 pixels
Outbuildings Package Complete - Mini Guide Page - Live Mini Guide - PDF Mini Guide	728 x 90 pixels Banner 300 x 250 pixels advertisements 180 x 150 pixels

### Technical Specification

- Artwork to be supplied digitally in GIF or JPG format.
- Animated files no longer than 3 rotations
- If BMP files are provided these will be converted to GIF or JPG.
- Please ensure images are hi-res.
- Maximum file size of 50k

For further information visit [www.planningportal.gov.uk](http://www.planningportal.gov.uk) or  
<http://www.planningportal.gov.uk/permission/commonprojects/outbuildings/miniguide>  
 Call 0117372 8232 or email [sales@planningportal.gsi.gov.uk](mailto:sales@planningportal.gsi.gov.uk)