

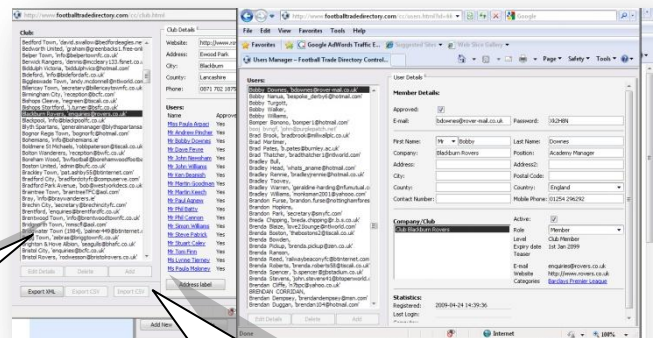
What we do



We have a unique and effective route to market for brands looking to promote their products and services. The Football Trade Directory aims 'to put businesses in front of football clubs and football clubs in front of businesses' through the website, e-marketing and PR.

- **Original personal data** for key decision makers at clubs from the Premier League down through the football pyramid.

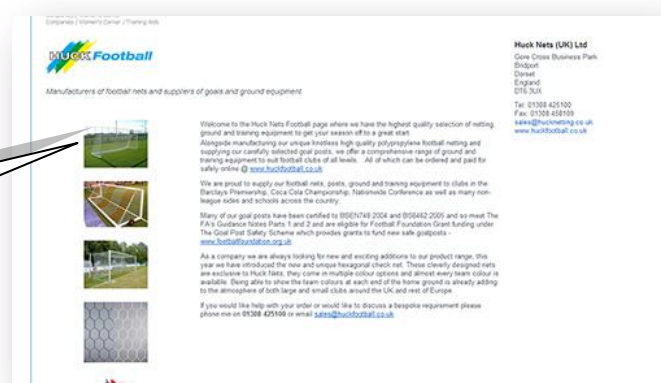
Covering both professional and grass roots clubs



Contact details including personal e-mails, position at club etc

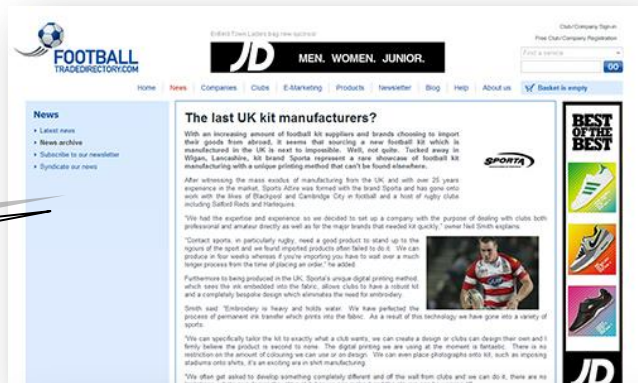
- **Traffic** – Over 25,000 unique visitors per month and growing.

Each client gets their own micro site which they can edit as often as they choose

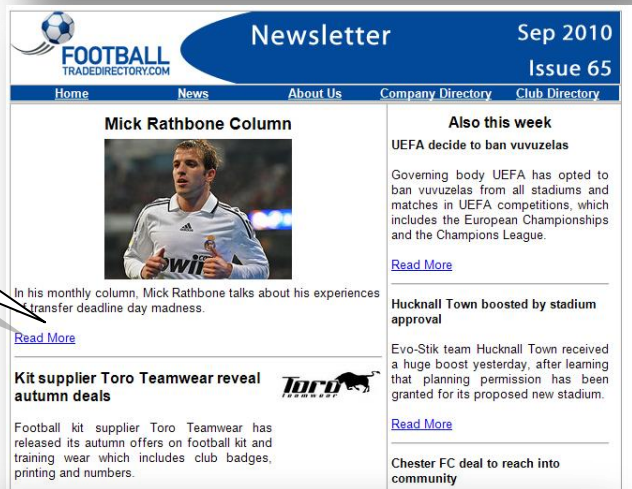


- **Weekly Newsletter and PR** – Google News approved and a weekly newsletter which goes out to our entire database.

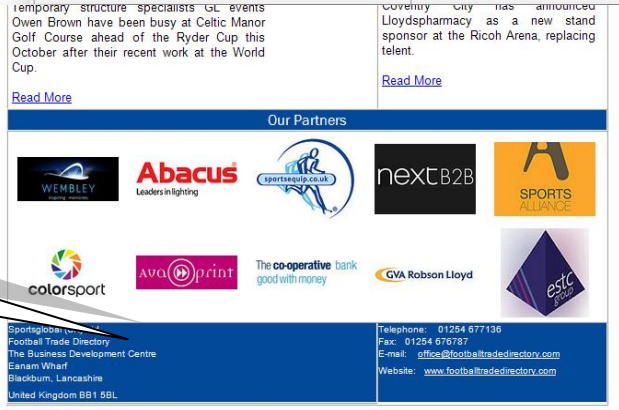
Stories appear on our site as well as getting further exposure through Google News



Our weekly newsletter goes out to all the club and business personnel in our database.



Clients also feature under the 'Our Partners' section on a rotation basis for further exposure.



- **E-Marketing** - The Football Trade Directory's E-Marketing services allow you to get your message directly to key decision makers across the football pyramid covering the Premier League right down to grass roots football including personnel such as chairman and directors as well as commercial, marketing, finance and retail management and staff.

For more information please refer to our **E-Marketing Document**.

What You Get

PLATINUM MEMBERSHIP

£1500

- All benefits in Gold and Silver packages below PLUS Skyscraper banner for 12 months.
- 1 email campaign to 2000 decision makers.

GOLD MEMBERSHIP

£900

- All benefits in Silver Package below, PLUS banner advert at foot of home page.
- 1 email campaign to 1000 decision makers.

SILVER MEMBERSHIP

£600

- Front page story under 'Our Partners' by rotation
- Access to data base for e-marketing
- Own advert page on website
- Up to six categories
- Priority listing
- Free newsletter pr
- 20% discount on paper directory adverts

BRONZE MEMBERSHIP

FREE

- Simple listing in up to three categories

All prices 12 calendar months unless stated and subject to vat