



SUPPORTING
LOCAL
BUSINESS

#Therewithyou

LOYAL CUSTOMERS.

25 Mar 2020 - 29 May 2020

*Terms and conditions: Current customers only (active inside last 26 weeks). Offers based on planned campaign spend during the redemption period. All advertising to be booked and published between Wed 25 Mar 2020 and Fri 29 May 2020.



INTRODUCTION.

We are all going through the most tumultuous times almost all of us have ever experienced. This is an unprecedented time for everyone, and its impact is being felt across everyone's lives, no matter who you are, or where you are.

But we know that some of those most affected will be the local business community, and we want to help you in any way we can. You're the life-blood of your towns and cities, both as service providers and employers, and we must do all we can to support you.

That is why we are launching our **'Supporting Local Business'** campaign, **#therewithyou**. This initiative is designed to provide you with a whole suite of benefits that you can take advantage of, tailored to any particular challenge you're facing, no matter your industry or location.



Jim Brinkley

Director - Reach plc - Regionals



Reach

#Therewithyou



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OUR PROMISE.

To continue to support local businesses of the UK through the COVID-19 crisis, and to keep the backbone of the British economy going.



#*Therewithyou*



HERE TO SUPPORT YOU NOW,
THROUGHOUT AND BEYOND



#Therewithyou



We are all currently experiencing challenging and uncertain times. Staying connected with your equally concerned audience is likely to be far from top-of-mind.

This is an unprecedented challenge for us all as individuals, and is not something we had expected to ever see in our lifetime. At Reach, we're here for you.

We don't wish to push our marketing services at you. But when you have had a chance to digest this 'new climate, you may not know what to do or where to turn. If that happens, we want you to know that we are here for you, whenever you may need our help. We are here to offer our opinion on your brand's situation, and here to share our advice based on our experience. We just want to do right by you, and the industry.

Our people are all committed to supporting you in these unprecedented times.

Within this presentation, we outline a series of free products and services you can utilise, in addition to packaged solutions that will help solve some of the challenges you may be facing. We're here for you, whether it's now, or when you need us most.

#Therewithyou





LOYALTY

Double-up on your existing
media at no additional cost.

By application only. Terms & conditions apply.

SUPPORTING
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2for1*

FOR EXISTING CUSTOMERS
[active inside 6 months]

As an existing customer, we're offering you an exclusive 2 for 1 on the below products. To apply, you must have an existing account and not be on a payment plan or prepaid plan.

PRINT ADVERTISING SCOTTISH REGIONAL TITLES

INYOURAREA.CO.UK ADVERTISING

DIGITAL DISPLAY IMPRESSIONS

PERFORMANCE & BRANDED

CONTENT MARKETING PACKAGES [BRANDED]

FACEBOOK | BOOK 4 FOR 3 GET 7 FOR 3

SUPPORTING
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FREE*

CURRENT CUSTOMERS ONLY

[active inside 6 months]

**double-up on the following products
at no additional cost.**

local.reachsolutions.co.uk/therewithyou

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period.. All advertising to be booked and published between Wed 25 Mar 2020
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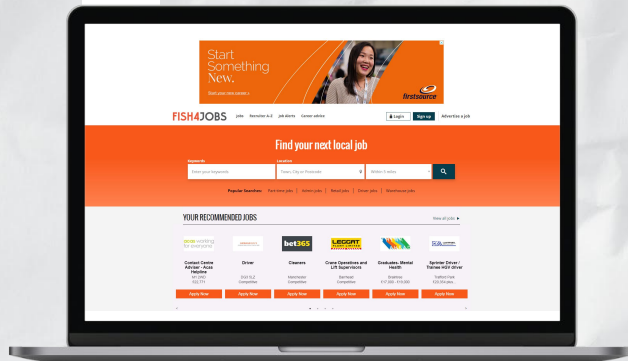
**SUPPORTING
LOCAL
BUSINESS**

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FISH4
JOBS

RECRUITMENT ADVERTISING

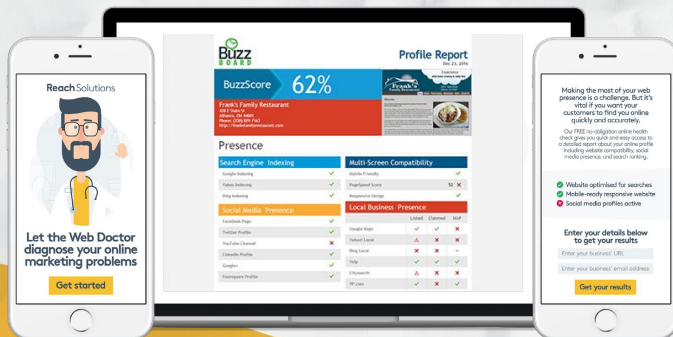


RECRUITMENT ADVERTISING

Reach the right candidates for your vacancies. Fish4, and our range of recruitment solutions are designed to attract the very best talent from a pool of millions of active and passive jobseekers. We are offering you a **10cm x 2 column newspaper ad** in any Reach regional title, plus **28 day online listing on Fish4Jobs**.



ONLINE MARKETING HEALTH CHECK



ONLINE MARKETING HEALTH CHECK

Our **FREE** no-obligation **online marketing health check** gives you quick and easy access to a detailed report about your business's online profile including website compatibility, social media presence, and search ranking. Simply visit local.reachsolutions.co.uk and click the 'free online marketing health check' link at the top.

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CREATIVE DESIGN SERVICE

Why not take advantage of complimentary creative service? Our creative team comprises expert designers, copywriters and digital developers who are skilled and experienced in the principles of advertising. We know how to attract attention, engage a reader, deliver your message and drive them to respond to your business. We're offering you the chance to create a new campaign for your business, free of charge.

MARKETING CONSULTANCY

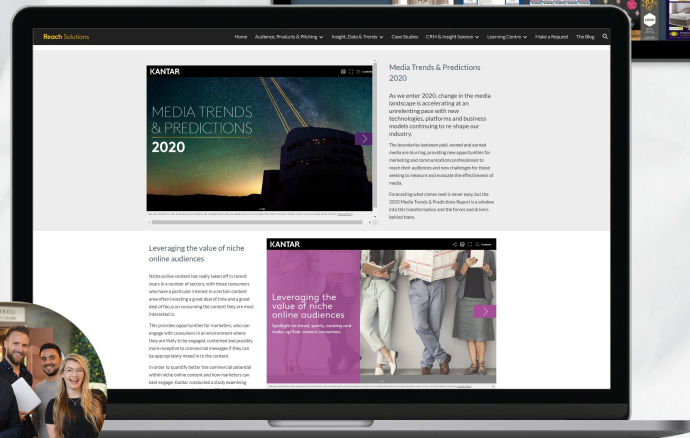
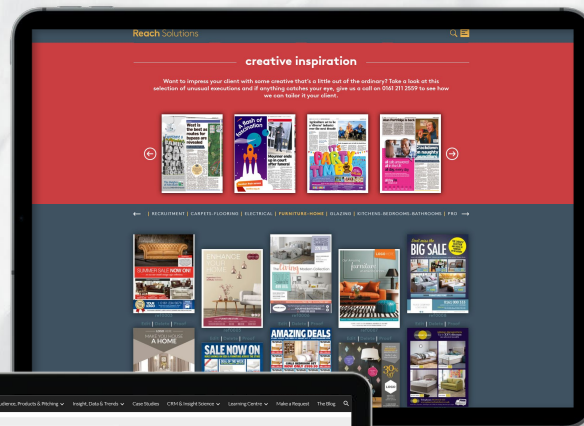
It's vital that advertisers understand consumer attitudes and motivations, media habits and purchase trends. Our award-winning team of strategists simplify marketing insight and continually evaluate consumer behaviours, helping our clients advertise in the most effective ways.

We can help you with analysis of your audience, customers, or market plans.



MARKETING ADVICE

CREATIVE DESIGN SERVICE

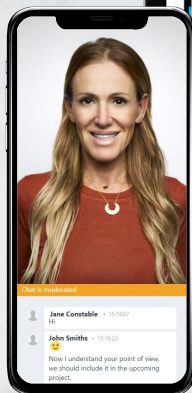


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MICROSOFT ADVERTISING

WEBINARS



LOCAL BUSINESS SUPPORT WEBINARS

We'll be running a series of webinars for our clients, providing the latest updates on trends, in addition to vital insight on how our audiences are engaging with our brands in order to provide a guide on what solutions will best deliver against their objectives.

UP TO £250 FREE ON MICROSOFT ADS FOR PPC CUSTOMERS

All Pay Per Click customers can now claim an exclusive contribution, up to £250, towards Microsoft Ads.





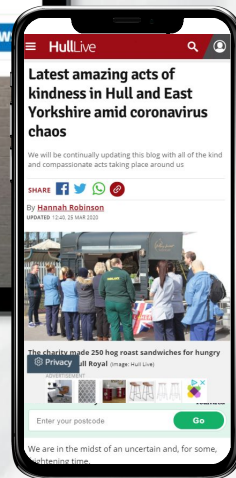
100 HELPS

Content to support
our most loyal customers

GOOD DEED BLOGS

Free mention in news blogs [where
appropriate] if we think
you're doing simply great things for your
community, clients and staff

local.reachsolutions.co.uk/therewithyou



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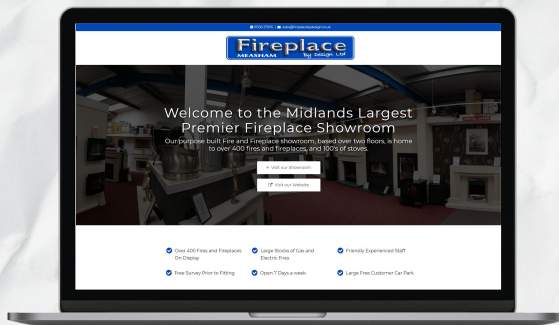


FREE LANDING PAGE

A landing page is a page on your website where you can offer something from your business in exchange for a visitor's contact details. Expertly setup, we can capture this contact information using a lead-capture form, where visitors can enter details like their name, email address, and phone number, all aligned with your campaign message and designed for consistency.

FREE MONTAGE VIDEO

Created using a selection of stills and photos in addition to theme music, we'll make a professional video that'll showcase your business and explain your products and services. For examples of video solutions, visit local.reachsolutions.co.uk/video



LANDING PAGE



MONTAGE VIDEO



OFFERS*

A suite of exclusive offers on solutions to take advantage of.

By application only and subject to availability. Terms & conditions apply.

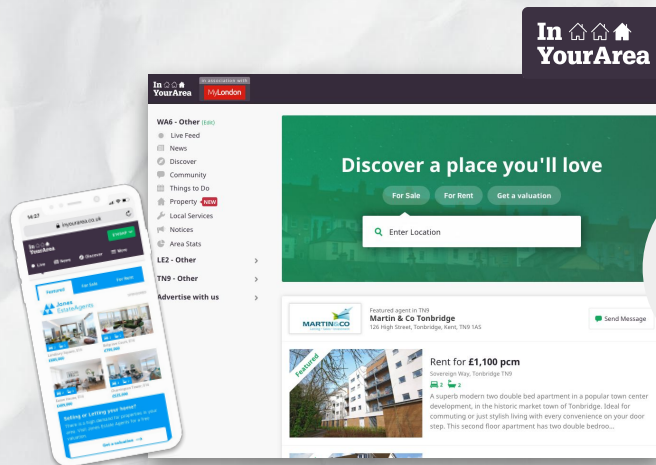
local.reachsolutions.co.uk/therewithyou

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local.reachsolutions.co.uk/therewithyou



50%
OFF

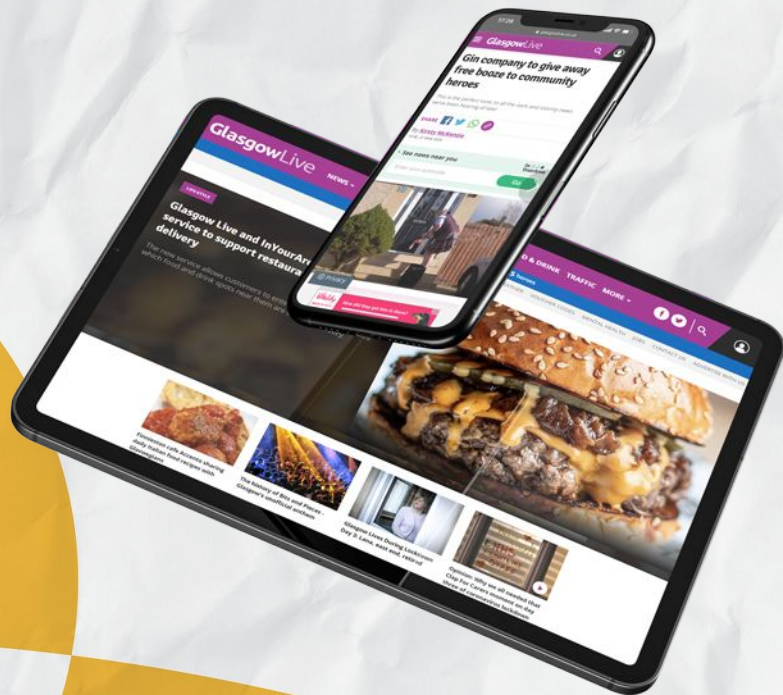
PROPERTY | ~~£250~~ £125pcm + VAT

- **InYourArea.co.uk** Property card sponsorship for a postcode region e.g WD6
- Featured properties
- Sponsor feature on **InYourArea** email newsletter
- **FREE Video** - Montage video created from stills, with captions

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CONTENT MARKETING

BRANDED SOLUTION | £450 + VAT

- Online** Article written and published
- Social** Facebook | Posted and boosted (7 days) from any Partners page or Regional Main Page
- Print** 34cm x 3 column [Half-page vertical] featuring reverse published article in associated local newspaper

TARGETED SOLUTION | £890 + VAT

- Online** Article written and published
70,000 native ad impressions
Classified Sponsored Post on [InYourArea.co.uk](https://www.inyourarea.co.uk)
- Social** Facebook | Posted and boosted (7 days) from any Partners page or Regional Main Page
Twitter | 2x Tweets from local newsbrand
- Print** 34cm x 3 column [Half-page vertical] featuring reverse published article in associated local newspaper



CONTENT MARKETING

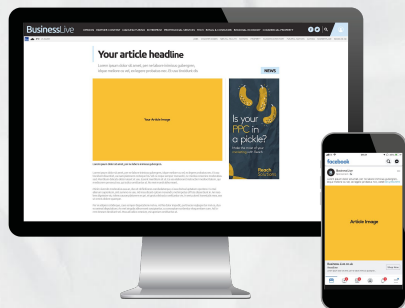
OPTIMISED SOLUTION | £1,205 + VAT

- Online** Article written and published
160,000 native ad impressions
Classified Sponsored Post on **InYourArea** x2 weeks
- Social** Facebook | Posted and boosted (**14 days**) from any
Partners page or Regional Main Page
Twitter | 2x Tweets from local newsbrand
- Print** 34cm x 3 column [Half-page vertical] featuring reverse
published article in associated local newspaper

VIDEO LED SOLUTION | £1,205 + VAT

- Online** Article written and published
40,000 native ad impressions
- Video** Infographic video
- Social** Facebook | Posted and boosted (**14 days**) from any
Partners page or Regional Main Page
Twitter | 2x Tweets from local newsbrand
- Print** 34cm x 3 column [Half-page vertical] featuring reverse
published article in associated local newspaper





ONLINE & SOCIAL



VIDEO



PRINT

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EXCLUSIVE OFFERS

INYOURAREA.CO.UK WIDGET COVID-19

£150pm + VAT | 1 month

[Click here for full details](#)

INYOURAREA.CO.UK WIDGET LOCAL RESTAURANTS

£150pm + VAT | 1 month

Length	1 month [3 months at £350 + VAT]
Reach	5 mile radius from postcode
50% off	Additional target locations
Share	Advise and inform your local community how you're supporting them through these challenging times

RECRUITMENT ADVERTISING | **50% OFF**

List vacancies from as little as £75 for 28 days.

INYOURAREA.CO.UK | **2 FOR 1**

Advertise on InYourArea.co.uk from as little as £20. Minimum 4 weeks and only pay for 2.

MICROSOFT ADS | **UP TO £250 EXTRA, FREE**

All Pay Per Click customers can now claim an exclusive contribution, up to £250, towards Microsoft Ads.





50% OFF

All our social media solutions are now discounted by more than 50%, helping you keep your brand front of mind, where people are spending their time.

local.reachsolutions.co.uk/therewithyou

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SOCIAL MEDIA ADVERTISING

TARGETED SOLUTION | ~~£700~~ £300 + VAT

Length	2 weeks
Online	Classified Sponsored Post on InYourArea.co.uk
Social	Facebook Posted and boosted (7 days) from any Partners page or Regional Main Page
Video	Montage video created
Print	2x newspaper ads in Scottish regional title 10cm x 2 columns

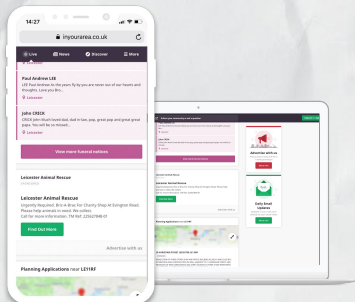
OPTIMISED SOLUTION | ~~£1,000~~ £500 + VAT

Length	2 weeks
Online	Classified Sponsored Post on InYourArea.co.uk
Social	Facebook Posted and boosted (14 days) from any Partners page or Regional Main Page
Video	Montage video created from stills with captions
Print	2x newspaper ads in Scottish regional title 10cm x 2 columns

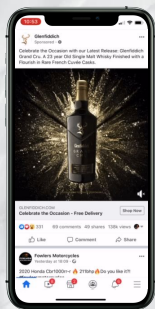
BESPOKE SOLUTION | ~~£1,966~~ £980 + VAT

Length	2 weeks
Online	Classified Sponsored Post on InYourArea.co.uk
Social	Facebook Posted and boosted (14 days) from any Partners page or Regional Main Page
Video	Montage video created from stills with captions
Print	2x newspaper ads in Scottish regional title 10cm x 2 columns





ONLINE



SOCIAL



VIDEO



PRINT

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HERE TO **SUPPORT** YOU.

We want to support you in any way we are able, so to take advantage of any, or all, of these ideas, please speak to your local advertising account manager, or for more info, visit;

local.reachsolutions.co.uk/therewithyou

Share your info with us and we'll be back in touch immediately to help you through this.

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local.reachsolutions.co.uk/therewithyou



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