



How to Advertise with The Yorker.

The Yorker is a website aimed at the students of the University of York with the capability of reaching over 10,000 students. This is an ideal opportunity for your company to reach the student body in and around York.

We can offer a 120 pixel wide by 600 pixel deep space on the left hand side of each page. Your advert with **the Yorker** will be on a rotating basis so that each advert within our system will receive equal views.

We work on a pay per view basis. See the following table for costing information:

Organisation	Cost per 1000 page views
Student Body	£1
External Body	£3

We predict that to reach a quarter of the university (2,500 students) you will need 33,000 views. This will cost £99, which is great value. A similar advert in a standard student newspaper costs around £500 with only limited copies in circulation.

To advertise with **the Yorker** we require you to first decide how many views you would like your advert to remain live for. The advert will go live once payment is received and will be removed once it has reached it's quota.

To begin the process of advertising with us, or to ask further questions, please email Vicky King at vicky_king@theyorker.co.uk