

## METROWEEK COMPETITIONS

### METROWEEK COMPETITION PACKAGES

**METRO PROVIDES:**

- Half page (17 x 7) and quarter page (20x3) options, national colour\* copy, Monday to Friday
- Opportunity for daily copy changes
- Front cover flashes at the Editor's discretion
- Copy-writing, artwork and reproduction
- Full competition details on metro.co.uk
- Email and text message to the entrants or opted-in email data capture

\* Copy may run as mono in Liverpool and Glasgow on certain paginations

SIZE	PROMOTIONAL FEE	PRIZE FUND
<b>17x7 COLOUR (HALF PAGE)</b>	£33,000 + VAT (includes £5,000 rich media microsite)	£17,000 - £20,000 (perceived value)
<b>20x3 COLOUR (QUARTER PAGE)</b>	£20,000 + VAT (entry via win page on metro.co.uk)	£10,000 (perceived value)
<b>DUBLIN ADD ON RATE</b>	3 day competition *€2,000 (£1,716) 5 day competition *€3,000 (£2,574)	*€1,000 (£858)

\*€1 = £0.858 GBP



### METROWEEK COMPETITION MICROSITE:

**A ONE WEEK COMPETITION MICRO-SITE INCLUDES:**

- Design, building and hosting of 1-2 html pages to promote the client
- Link from Metro.co.uk's Win & Play channel homepage to micro-site homepage
- Redirect URL to the micro-site's homepage including the client or brand name
- Pages will be search engine optimised
- Seeding onto competition websites (optional extra)
- Social media postings on our Facebook Fan Page and Twitter account
- Editorial links at the web editor's discretion

