

ADVERTORIALS

As part of a package of solutions, Metro can work with clients to create advertorials that highlight detailed information about a brand. Recent clients include: American Express, Asus, PayPal, Brand Alley and Shell.

Advertorials always run as below. Copy and artwork is subject to editorial approval. The artwork is always clearly labelled 'ADVERTISEMENT' and cannot include any reference to Metro. As a general guide, content should be based around a low word count together with bright, eye-catching colourful pictures.

The following cost guide is based on Metro using library pictures. Specific photo shoots can be arranged for individual projects with the additional costs being task-related.

Metro provides; copy-writing and artwork services, plus reproduction, as standard elements of each advertorial package.

METRO PROMOTION

Join In Search of Incredible and be in with a chance of winning one of 20 pairs of tickets to the ASUS sponsored Little noise Sessions!

Experience the Incredible

ASUS | intel

To mark the launch of its new N Series notebook, world leading laptop manufacturer ASUS is touring the South East of England in search of the incredible.

The In Search of Incredible Tour will be taking the stylish N Series notebook on the road alongside a remix orchestra, while the In Search of Incredible Experience will be visiting shopping centres all across Greater London in the run-up to Christmas. Tour-goers and visitors will be able to experience the incredible sights and sounds that the N Series is capable of.



For full details of the In Search of Incredible Tour and Experience, visit asus.co.uk/event/2011/QRluckydraw

In Search of Incredible Competition

Last month, ASUS went on a quest to find stories from around the world that inspire the imagination. Together with Intel and a number of influential creative partners, it launched a competition for people to submit amazing audio and visual experiences to win a truly incredible prize. See the stories collected at www.insearchofincredible.com

SonicMaster technology, co-developed between ASUS and Bang & Olufsen ICEpower, brings to life phenomenal audio and visuals, never before experienced on a laptop. Intel 2nd Generation Core i5 and i7 processors also deliver the best possible entertainment capabilities and quality – it even has an integrated video system and built in HD camera.

Sophisticated and elegant, the new notebook fuses intelligent design with meticulous craftsmanship to embody a spirit of advanced computing and sensational simplicity. Its sleek, modern design includes piano-gloss covers, polished metal frames, soft-tact touchpads and fast-type keys, emphasising luxurious comfort.

Seeing and hearing is believing, so make sure you experience the incredible.

ADVERTISEMENT

DO YOU BELIEVE IN LOVE AT FIRST SIGHT?

Eminently cool, stylish and powerful.

insearchofincredible.com/UK/zenbook

intel CORE i5

The ASUS ZENBOOK™ is simple, subtle and totally sophisticated. If you don't want to settle or compromise on performance or design, this Ultrabook™ will satisfy your every need.

Performance
The ZENBOOK™ never misses a beat. Amazing technology incorporating powerful 2nd Gen Intel® Core™ i5 processor and SSD offers the fastest, most efficient and breath-taking experience in its class.

Design
Unique and seamlessly smooth design has been precision-crafted with razor thin edges and an embedded keyboard, making it one of the best looking Ultrabooks™ ever developed.

Portability
Not just attractive, it's practical too. Weighing only 1.1-1.3kg (depending on screen size), the ZENBOOK™ is compact and light, making it ideal for the office, on the go and at home.

Instant-on
Smartphone-like spontaneity means that no matter how long the ZENBOOK™ remains on standby, it can resume in just two seconds. And thanks to its exclusive ASUS Super Hybrid Engine II, it can stay in standby for up to two weeks.

ASUS ZENBOOK™ – the incredible Ultrabook™

ASUS | intel

ASUS ZENBOOK™ – the incredible Ultrabook™
Now available at PC World, Currys, Comet and Amazon.co.uk

The One Moment in My City competition was a big success for Santander. The team at Metro understood our needs and helped us create a competition that worked both in paper and online to communicate Santander's rebrand. Entry numbers surpassed our expectations and we were lucky enough to get Metro's picture editor on board to help with the judging. The quality of entries was so high we're now turning the pictures in to a coffee table book for our branches!

Clare Ridley, Eulogy PR

ONE WEEK ONLINE ADVERTORIAL PAGE

Your advertorial can also be placed on Metro.co.uk allowing users to click through to your site.

A one week advertorial page includes:

- Design, building and hosting of an advertorial page to promote the client
- Link from Metro.co.uk's homepage to the advertorial page (location and design at the web editor's discretion)
- Redirect URL to the micro-site's homepage including the client or brand name
- Page will be search engine optimised

COST = £1,000

LEAD TIME: 2 weeks

COST GUIDE FOR ADVERTORIALS

SIZE	NATIONAL	LONDON ONLY
20x3 COLOUR (QUARTER PAGE)	£11,200	£7,400
10x7 COLOUR (STRIP)	£13,000	£8,600
17x7 COLOUR (HALF PAGE)	£22,300	£14,700
34x7 COLOUR (FULL PAGE)	£39,700	£26,000
COLOUR DOUBLE PAGE SPREAD	£60,000	£35,000
4 PAGE	£80,000	£45,000

TO BOOK OR FOR MORE INFORMATION PLEASE CALL YOUR METRO REP OR 020 3615 0815 FOR PR REP