



**netReach  
Premium**

Get a prime position on our partners' websites with network advertising



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# What is netReach Premium?

netReach Premium is a part of Yell's extensive online advertising service. It's a great way to broaden your marketing horizons and extend your brand reach – by advertising your products or services in animated display banners on a carefully selected range of popular, high-traffic partner websites like the Belfast Telegraph\*, AA.com, Globrix.com, Facebook, AOL, eBay, FindAProperty.com, Primelocation and TalkTalk.

Visitors to these sites that are attracted by your banner can simply click through to your website or Yell advertisement.

As well as stimulating interest and keeping your company front of mind, campaigns can be targeted specifically to match your business requirements, with costs being based on a flat monthly fee with a monthly impressions target.



\*Only for advertisers whose targeting includes Northern Ireland.



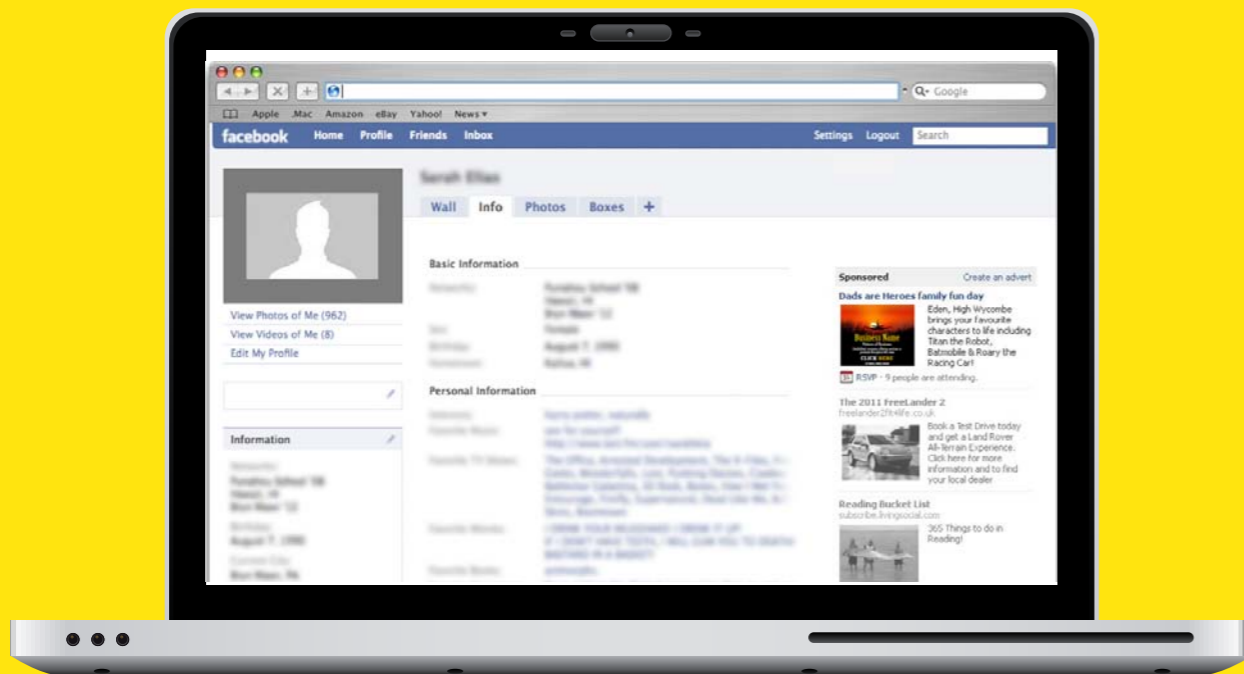
# What is netReach Premium?

Yell online has on average 11 million visitors a month, who are already searching for local business and services like yours.\* This means they're likely to either be considering a purchase or they already intend to buy.

We will use this valuable information to place a netReach Premium advert in front of consumers who already want what you are selling.

As a fully managed service, we take care of everything for you, from planning and placing your campaign, to creating your banner advertisement and keeping you informed about how it's doing.

netReach Premium is an easy, cost effective way to get your brand noticed on the internet.



\*Yell statistics. This is not a guarantee of future behaviour.



# How much does netReach Premium cost?



netReach Premium consists of four products at four different price points, charged monthly and paid for by Direct Debit:

Product Name	Monthly Price	Minimum Term	Monthly Impression Target*
netReach Premium 200	£200	12 months	35,000
netReach Premium 500	£500	6 months	100,000
netReach Premium 800	£800	6 months	200,000
netReach Premium 2000	£2,000	3 months	525,000

\*This is a target only and is not guaranteed.



# netReach Premium can work for you

Get your brand seen on some of the UK's biggest, most popular websites

You don't need a website – netReach Premium advertising can link directly to your profile pages within your Yell online advertisement

Appear in front of people when they are in a buying frame of mind

Target your audience to improve your chances of attracting more business

Excellent value for money



# Accurate targeting gives you the most effective campaign

Whether you're looking to focus your campaign on your local area or you want national coverage, netReach Premium has the flexibility to deliver your brand to a highly targeted audience.

netReach Premium 200, 500, 800 and 2000 does this through Yell online behavioural, contextual, geographical and Facebook profile targeting.



# Here's how they work

**Yell online behavioural targeting** is where visitors to partner sites see banners relating to what they were looking for within Yell online.

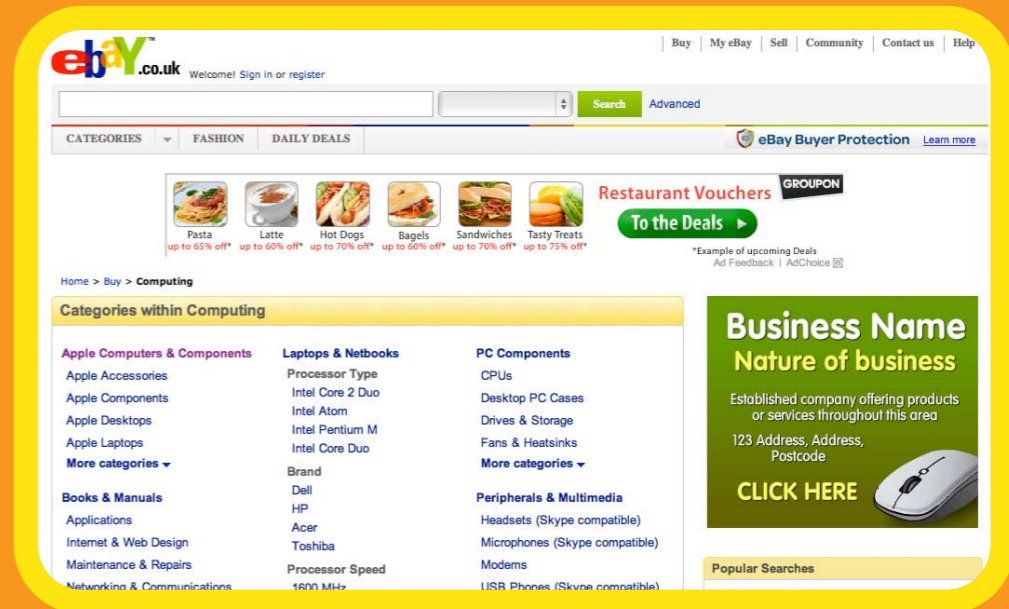
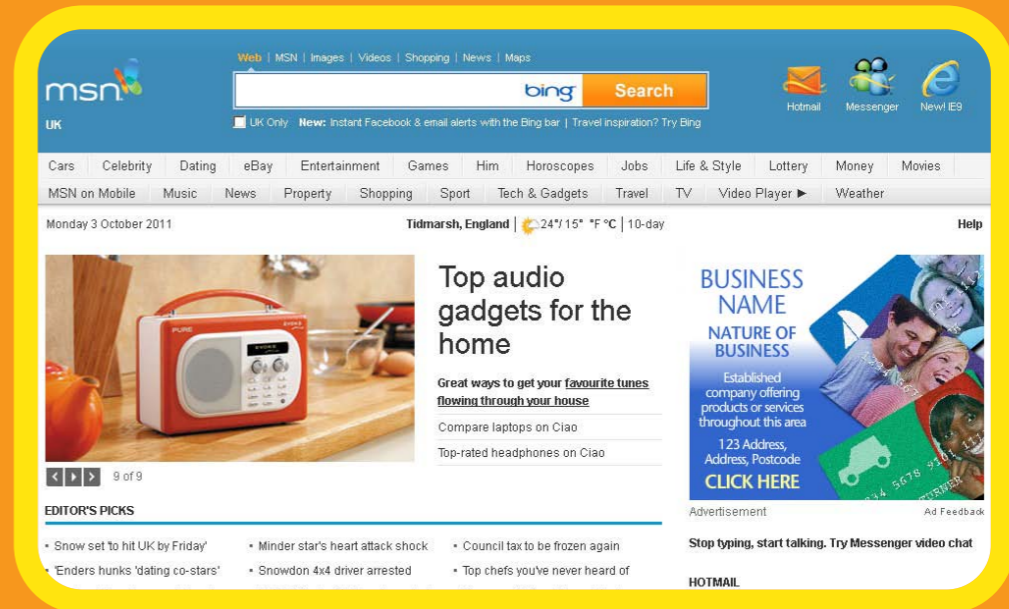
**Contextual targeting** uses the content on a web page to determine what type of advert should be shown. For example, on an eBay page about computing it would choose to show a computing or electronics banner.

**Geo targeting** uses a variety of ways to reach people in the area you have specified, including targeting based on a user's search and browsing behaviour, and through a user's IP address, which is their unique computer identifier.

**Facebook profile targeting** uses information people provide when they complete their Facebook profile. So someone interested in cycling would see ads on Facebook for cycling shops in their local area.

In addition, **netReach Premium 2000** also uses **behavioural retargeting**, where people visiting your own website are tagged. When they then visit our partner sites your banner appears, to remind them about your business.

The aim of these sophisticated targeting techniques is to deliver the banner that's most likely to appeal to a potential customer and get a positive result.







## The process



Our goal is to make every part of the process as easy as possible, from planning and booking your campaign, to creating a banner that will attract customers' attention.

When you buy a netReach Premium 200, 500 or 800 campaign, we design your banner based on a range of templates and using information supplied by you.

However, with a netReach Premium 2000 campaign, we can either design your banner for you from a set of templates or you have the option of supplying your own banner.

-  [View the netReach Premium Terms & Conditions](#)
-  [View the netReach Premium Technical Guidelines for Customer Supplied Banners](#)





# Change your messaging with unlimited amends\*

Our Customer Service team are on hand to make unlimited text amends\* to your banner, enabling you to:



Display offers



Use seasonal messages  
(e.g. valentines,  
winter)



Keep your  
banner fresh



Align key  
messaging with  
your website



# Keep up-to-date with how your campaign is doing



An important part of the netReach Premium service is letting you know how many people are clicking through to your website from your banner, giving you the opportunity to change your messaging to drive performance.

A team of experts is responsible for campaign analysis and management and they will keep in regular contact with you by phone to provide insights into how your campaign is performing.

netReach Premium 2000 = monthly calls, analysis every fortnight

netReach Premium 200 = calls at 8 weeks, 16 weeks and then every 4 months. Analysis every other month

netReach Premium 800/500 = calls every other month, analysis monthly



# Why Yell and why netReach Premium?

Yell is a member of the Internet Advertising Bureau (IAB), the trade association for digital advertising. With over 540 members, it's run for the leading media owners and agencies in the UK internet industry.

So you can be sure of a first-class service.

 [Visit IAB website](#)



As a fully managed service netReach Premium is unique – we take care of everything for you. To do it all yourself would take a lot of time and resources

netReach Premium is an affordable way for smaller advertisers to purchase display advertising on the internet with the added benefit of advanced targeting

You get the benefit of the insight from Yell online data to drive performance on your banner campaign

With netReach Premium 2000 Yell can re-target your site visitors to keep you top of mind when people are considering buying

We create your banners for you, with unlimited text amends\*

You can buy netReach Premium with or without a website



**For more  
information,  
please contact  
your sales  
consultant**



[marketing.yell.com](http://marketing.yell.com)

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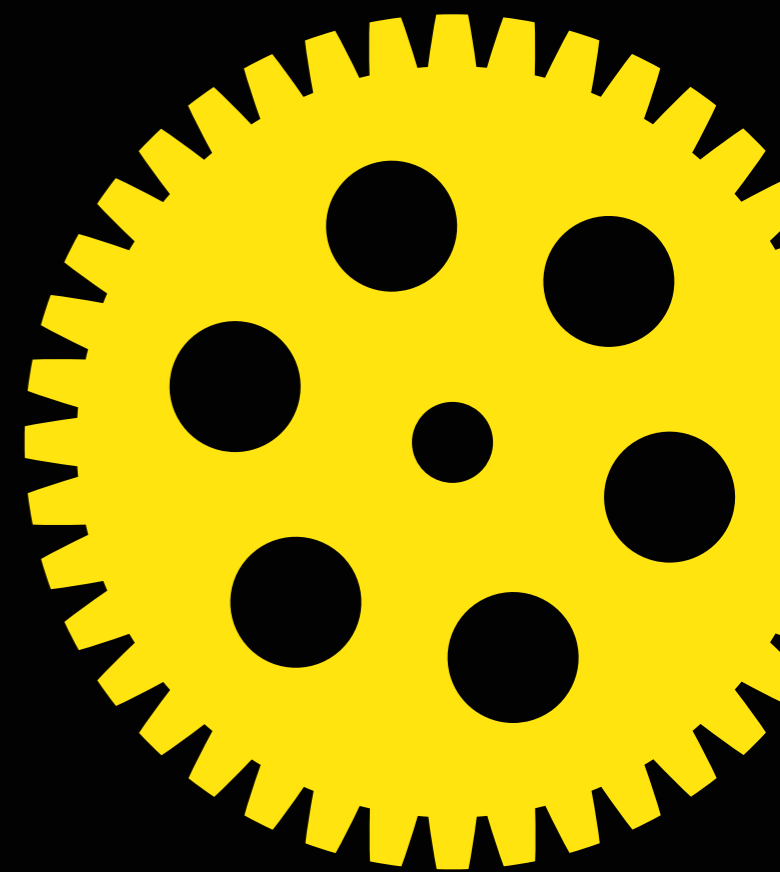
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netReach Premium 2000 customers are able to supply their own banners. Here are the technical guidelines for customer supplied banners. If these guidelines are not met they will be rejected by the processing team and returned to you. Yell will not fix banners to comply with these specifications, and if banners cannot be used, a templated banner will be created until a corrected banner set is provided.

We do not guarantee clicks or click through rates, as they vary by advertiser, industry and a whole host of other factors.

### Creative sizes to be supplied:



### Specifications

- File sizes must not be more than 40k each.
- Any animation must not run for more than 15seconds and end on a static image.
- Animation must be between 15-20 fps.
- Ads can not incorporate tricks, strobing colour or of a gaming nature.
- Customer must supply 8 files in total. (4 SWF/Flash files and 4 GIF files).
- Third party redirects will not be accepted.
- Your ad may not contain audio/video.
- Ad animation must be confined to the allotted ad space. Ads that expand beyond the frame are not allowed.
- All Flash ads must be published for Flash Player version 4-10
- Your ad code cannot make external server calls for additional JavaScript or other functionality. All functionality must be localized to the code itself.
- Tracking bypass: You cannot change the behavior of your ad to avoid or eliminate the Yell redirect URL.
- The ad should direct users to a web page with the appropriate destination URL. It should not open the destination URL within the ad iFrame itself.
- Cursor behavior: Your ad may affect or change a user's mouse cursor (arrow) only after the user initiates an action.
- Your ad may not include code that generates or uses random numbers.

### Click Tags

All Flash ads should support the clickTAG variable. The clickTAG is the tracking code assigned by Yell to an individual ad. It allows Yell to register where the ad was displayed when it was clicked and helps advertisers determine the effectiveness of their campaign.

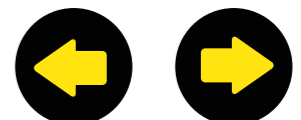
On any click, Flash ads should redirect to the URL specified in the clickTAG argument; there should be no other redirection in between.

The variable name must be spelled "clickTAG" (upper-case TAG; no space between click and TAG) and not "click tag," "Click Tag," or any other form.

Note that it's not necessary to specify the destination URL for the ad anywhere in this code; this is taken care of through the usage of clickTAG.

The code below will allow us to dynamically assign a clickTAG to your ad:

```
on (release) {  
  getURL (clickTAG, "_blank");  
}
```



Let us build you an online display campaign, running across some of the top websites in the UK. We take care of everything involved in creating your campaign, including designing and building your banners, sourcing banner space from premium websites and managing the performance of your campaign to ensure you get the most of your online advertising spend.

The purchase of a netReach Premium product is subject to a minimum period as set out below. For the purposes of these terms and conditions, each netReach Premium product purchased is a separate netReach Premium campaign.

### When you purchase a netReach Premium product from us you enter into a contract with us. The contract is made up of:

- these terms and conditions;
- Yell's New Media Advertising Conditions (available upon request or at <http://marketing.yell.com/legal/>);
- Yell's Advertising Policy (available upon request or at <http://marketing.yell.com/legal/>); and
- the confirmation of order.

In the case of conflict between any of the above documents, priority shall be given in the order in which they appear above.

### netReach Premium

#### Rates & Minimum Term for netReach Premium 200

Monthly Charge – £200 - managed service  
Minimum Term – twelve (12) months  
Monthly Impressions Target – 35,000

#### Rates & Minimum Term for netReach Premium 500

Monthly Charge – £500 - managed service  
Minimum Term – six (6) months  
Monthly Impressions Target – 100,000

#### Rates & Minimum Term for netReach Premium 800

Monthly Charge – £800 - managed service  
Minimum Term – six (6) months  
Monthly Impressions Target – 200,000

#### Rates & Minimum Term for netReach Premium 2000

Monthly Charge – £2,000 - managed service  
Minimum Term – three (3) months  
Monthly Impressions Target – 525,000

Please ask your sales consultant for further details.

All rates shown are in UK pounds Sterling (£) and are exclusive of VAT. The rates are indicative only and do not constitute an offer.



### netReach Premium 200, 500 and 800 Product Features

**Premium Network** – netReach Premium campaigns will run across our premium network of top websites in the UK. Websites included in the network will vary from time to time. Please ask your sales consultant for further details.

**Banner Creation** – banners will be created by our design team in all relevant sizes to run on the netReach Premium network.

**Behavioural Targeting** – we will use Yell online user search behaviours as well as 3rd party tracked user behaviours as appropriate to target your campaign to the most relevant users across our network of websites.

**Contextual Targeting** – we will use a contextual targeting engine to serve your adverts onto website pages which are relevant to your targeting criteria.

**Geographical Targeting** – we will use a variety of methods to target your campaign to users in the geographical area(s) which you have specified. Methods include but are not limited to targeting based on the user's IP address, user search behaviour within Yell online, and inputs from partner websites based on a user's browsing behaviour.

**Facebook Profile Targeting** – if any portion of your netReach Premium campaign is run on Facebook, available targeting methods will include declared user profile data (age, gender, location, relationship status, etc) as well as user status update content.

**Banner amendments** – we will make banner amendments at your request, subject to our fair usage policy set out in the Product Rules below. So if you need to change some wording, business details, or are unhappy with your graphics and would like to try another look, contact our specialist netReach Premium campaign management team.

**Banner creation with custom logos** – you can further customise the banners with your company logo, subject to the logo complying with our banner specification guide (available on request).

### netReach Premium 2000 Product Features

In addition to the netReach Premium Product Features set out on the left, netReach Premium 2000 offers you the following additional Product Features:

**Use Your Own Banners** – subject to our network creative guidelines and banner submission policy as referred to in our banner specification guide.

**Advertiser Behavioural Re-Targeting** – we will provide a custom pixel (a standard piece of code) for you to embed in your website. When a user goes to your website, and then leaves to browse the internet, Yell can then target your netReach Premium campaign to this user, driving them back to your website to convert or contact you. You shall comply with all guidance we provide to you relating to behavioural re-targeting.



### Product Process

- Once we have received and checked the campaign details collected by your sales consultant, we will begin the banner and campaign creation process.
- For netReach Premium 2000 customers who are submitting their own banners – you must submit banners which meet our requirements as set out in our banner specification guide, in all of the following sizes within five (5) business days of your purchase – 728x90, 120x600, 160x600, 300x250, 180x150. Failure to submit a full set of compliant banners may delay the launch of your campaign.
- For customers who are submitting a logo for their banners – you must submit a logo that complies with our banner specification guide within five (5) business days of your purchase. Failure to submit a logo may delay the launch of your campaign.
- Once the banners have been created and/or received and processed, we will set the campaign live on our network.
- Once your campaign has gone live, you will receive a go-live call from our netReach Premium campaign management team, to review your banners and campaign targeting. Your banners and campaign targeting can be amended at any time, subject to our fair usage policy.
- The netReach Premium campaign management team will regularly track your campaign's performance, and make any changes necessary to ensure its continued success. The team will contact you periodically to discuss the campaign's progress and any enhancements which are available to improve performance.

### Product Rules

- By submitting your own banners and/or business logos (where applicable), you agree that you are authorised to provide, and that you grant us permission, to display all content (including logos, photos and images) forming these banners. You must ensure that the banners comply with all applicable laws, regulations, codes of practice, guidelines and standards applicable to you and/or your business.

- Fair usage policy - while there is no upper limit to the extent or frequency of amendments that you can request be made to your banners, if we believe at our absolute discretion, that your amendment requirements are so excessive that other customers are or may be detrimentally affected, we may advise you of that fact. Should we continue to receive a high level of amendment requirements, we may terminate or suspend your campaign.
- We may update your banners and campaign targeting from time to time without prior notice in order to improve the campaign's performance and availability.
- All campaign statistics reported shall be exclusively based on Yell systems and reporting.
- We shall, as a minimum, provide you with the following levels of customer service: (i) telephone support between 9.00am and 5.00pm on business days (being days other than a Saturday, Sunday or public holiday in England); and (ii) a response to emails within five (5) business days.
- Some of the Product Features are reliant on third party providers, for example Facebook or other websites. You acknowledge that (i) we may not be able to provide a particular Product Feature where you do not meet the relevant criteria of that third party provider; (ii) we do not have any control or exercise influence over the third party provider's own services; and (iii) a third party provider's service may cease or change from time to time. You acknowledge that such events are beyond our control and agree that such an event will not permit you to terminate your services nor will we have any liability to you for the impacts that these may have.
- Where the Product Features involve setting up and/or administering a page or pages on a third party website, you acknowledge that: (i) where necessary, we are authorised to set up an account on your behalf; (ii) we are authorised to administer the page or pages on your behalf; and (ii) you are authorised and grant us permission to display on the page(s) all content referred to above.





### Payment

- The monthly payment charges are payable on a monthly basis, commencing on the date that the campaign goes live.

### Term & Termination

This contract shall commence on the date that you receive the confirmation of order and shall continue for an indefinite period until terminated. This contract may be terminated:

- by us, by providing you not less than fourteen (14) days notice of such termination; and
- by you, subject to the appropriate minimum term commencing on the date that the campaign goes live, by telephoning our customer services team on 0800 555 444 and requesting termination of this contract. Provided that you give us at least fourteen (14) days notice prior to the end of a Service Month (being a period of one month starting on the date that your campaign goes live and each subsequent period on one month after that) we will terminate your contract at the end of that Service Month. If you give less than fourteen (14) days notice we will terminate your contract at the end of the next Service Month.

