



# ExpertWitness Services

Our services to Solicitors, Courts of Law, Insurers, The Home Office, County Councils, Police Forces, The Media and other professionals is found in 4 different formats. The contents of this Directory, are also accessible via our CD-Rom and our website, both of which are capable of being self updated by direct access by the experts who appear in them, as well as being expanded by the new experts who join us every week, and therefore constantly up to date.

## WEBSITE

[www.expertwitness.co.uk](http://www.expertwitness.co.uk)

**DEDICATED  
FREE SEARCHLINE  
0871 894 6222**



**70,000  
CD-ROMS**

**2,000  
DIRECTORIES**

The UK's leader in connecting litigators  
to experts like you

**"The best advertising I have ever had"**

Gary Williams ~ Hiltons

**"I find this publication to be particularly useful"**

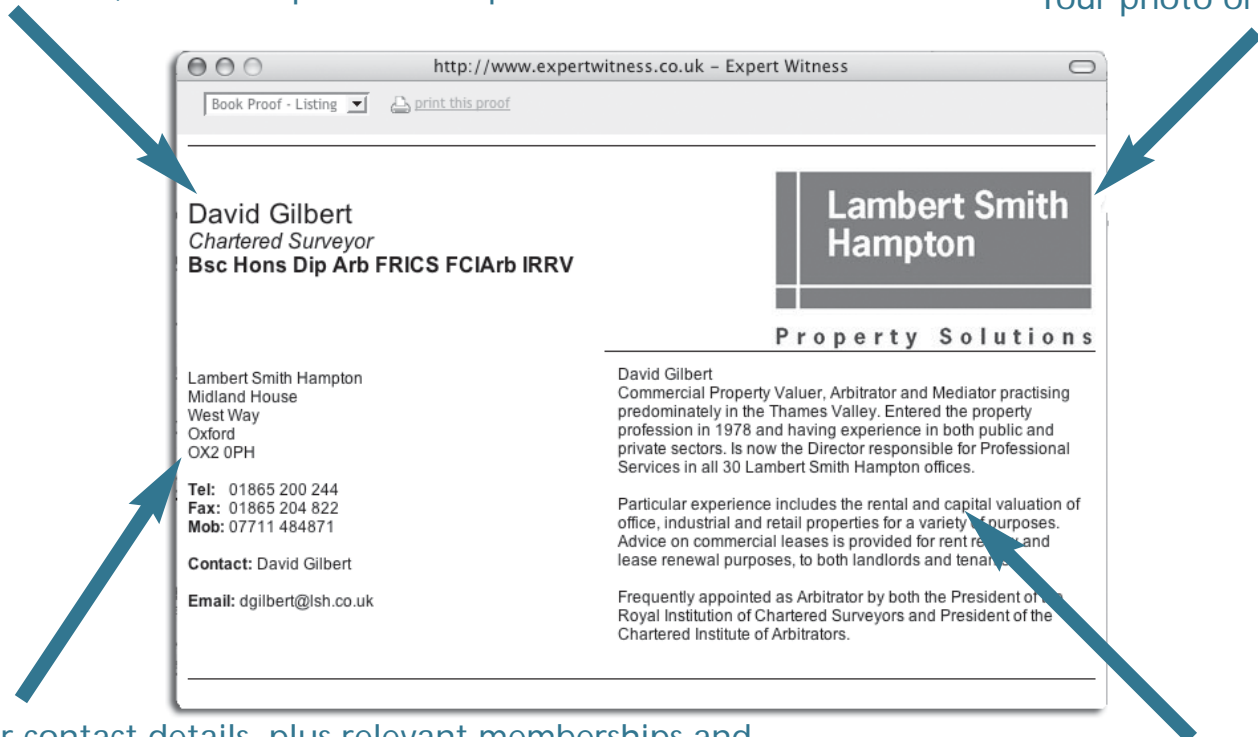
Rollo Davidson Solicitors ~ Richard McFarlane (Solicitor)

# HOW WILL I BE PRESENTED?

You will be presented with a 210 by 99mm description with all your details, qualifications, 100 word resume and picture or logo. This will feature on our website, directory and CD-ROM.

Your name, field of expertise and qualifications

Your photo or logo



Your contact details, plus relevant memberships and training

100 word resume

Our Editor and his team are only too happy to assist in preparing your submission.

## WHAT DO I GET FOR MY MONEY?

- 01 Alphabetical listing in the directory
- 02 Highlighted company/client name, description and qualifications, training and relevant membership
- 03 Full contact details: name, address, phone, fax, mobile, e-mail, website, etc...
- 04 Company logo or photograph
- 05 100 word highlighted resumé
- 06 Up to 25 cross references index points/selections, also on website and CD-Rom
- 07 Copy of the CD-Rom
- 08 Hotlink to your website
- 09 Link to your e-mail
- 10 Access to our website including 3 additional file attachments
- 11 Fully self-updating resumé and contact details
- 12 Priority listing on our searchline
- 13 Discount on Bond Solon training courses

## WHAT DO I DO NOW ?

Take a look at the Expert Witness website. For more information please call us on: **0871 894 6222** or e-mail [info@expertwitness.co.uk](mailto:info@expertwitness.co.uk)

# ADVERTISING EXAMPLES

We have two types of banner advertisements. We have static banners on our homepage where the banner is constant 24/7.

We also offer revolving banners on our search pages - these banners appear when a client searches for an expert.

All banners have "click links" - that is when your banner is clicked it goes straight to your website. All banners can include animation and revolve images to include all your contact details and relevant points. Our design team are happy to design and advise upon your needs.



Banners on our search page



Static Banners on our home page

E-mail campaigns are a popular way of advertising your services to our database. Bespoke advertisements sent to the right people.



E-mail campaigns

Below are examples of some of our adverts taken from our Expert Witness directory. Please refer to our display sizes for a comprehensive list of all our sizes. If you have a specific request please contact your sales representative. Being a display advertiser also helps your ranking on our website. All display advertisers are ranked higher in our web searches.

## Directory Advertisements



From our experience we know many of our experts have not advertised before. To help you with this process we have created the following templates from which we can create your advert. All you would need to do is supply the following information and we will do the rest:

- Expert / Individual / Company name.
- Address, Telephone, Fax and DX numbers.
- A Company Logo / image if you have one
- Contact Name
- e-mail and Web site Address.
- Brief description of your Activities / Qualifications / Expertise

# ADVERTISING RATE CARD

## CIRCULATION INCLUDES:

- > **FREE** Directory to End users
- > **FREE** CD Rom to End users in England, Scotland, Ireland and Wales.
- > **FREE** World Wide Web coverage for 12 months.
- > **FREE** SearchLine.

## Rate Card

Description *	UK (England & Wales)	N Ireland, Scotland & ROI Sterling	Australia & N. Zealand	
Full Page Full Colour and Banner	2500	1595	1177	1177
Full Page Spot	1750	1345	950	950
Full Page Mono	1395	1095	835	835
1/2 Page Full Colour	1850	1095	910	910
1/2 Page Spot	1295	950	575	575
1/2 Page Mono	995	725	610	610
1/4 Page Full Colour	1295	895	725	725
1/4 Page Spot Colour	995	745	499	499
1/4 Page Mono	745	525	385	385
1/8 Page Full Colour	1195	645	499	499
1/8 Page Spot	995	525	385	385
1/8 Page Mono	595	495	385	385
Standard Entry	425	350	275	275
Tax	Vat x 17.5%		GST x 10%	GST x 12.5%
Banners available per quarter for static homepage and search page positions			All sizes in mm	

## Display Sizes

Size of Ad *	UK	Ireland & Scotland	Australia & N. Zealand
Full Page	183 x 273	152 x 226	152 x 226
1/2 Page Horizontal	183 x 133	152 x 110	152 x 110
1/2 Page Vertical	89 x 273	74 x 226	74 x 226
1/4 Page Vertical	89 x 133	74 x 110	74 x 110
1/4 Page Horizontal	183 x 63	152 x 52	152 x 52
1/8 Page Horizontal	89 x 63	74 x 52	74 x 52

Cover sites and bespoke adverts available upon request. E-mail marketing campaigns also available

\*All display adverts include 1 free Standard Entry. All prices in Sterling unless otherwise specified