



# Website Advertising.

Version 2 - Updated 4 October 2022

A

# Sitewide Website Banner Adverts

Randomised banners displaying sitewide including the homepage, news, articles, Find Member and sitewide footer.

**Desktop** 1280w x 170h px  
**Mobile** 370w x 280h px

Please note the minimum font size is 18px

**6 months** £995: a one-off payment with a saving of £325  
**1 month** £220

Your advert on every page of the website!

How will your banner advert look on mobile devices?

For maximum impact on mobile devices, we also request a banner image in a mobile-friendly ratio. It will appear in the same position as the desktop version of the website.

ADVERTISEMENT

**PORTCULLIS LEGALS**

**British Wills & Probate Award Winners**

- Friendly and First Class customer service
- Trusted specialists since 1988

**DISCOVER OUR SOLUTIONS**

Best. Home Find Member Become a Member About Training Advice News Contact

Search Login

## Become the UK's Best Will Writer.

Best Foundation is the UK's newest, forward-thinking, self-regulated non-profit Foundation for Will Writing professionals. If you thrive on innovation, superior working practices and client satisfaction, join the revolution today.

[View Membership Benefits from £20](#)

ADVERTISEMENT

**PORTCULLIS LEGALS**

**British Wills & Probate Award Winners**

- Friendly and First Class customer service
- Trusted specialists since 1988

DISCOVER OUR ESTATE PLANNING SOLUTIONS

WHAT'S YOUR LEGAL

Your banner here

01 02 03 04 05

## Digital transformation. No more quills and parchment.

Sign up today and get **two months free of charge** in readiness for a national education and marketing campaign.

List your business on the UK's newest Will Writers Directory with your own microsite and a host of benefits. Don't miss out.

[Join the Revolution](#)

Member Type	Benefits	Cost
Member	<ul style="list-style-type: none"> <li>10 monthly 100 minutes</li> <li>100 minutes per month</li> <li>100 minutes per month</li> <li>100 minutes per month</li> <li>100 minutes per month</li> <li>100 minutes per month</li> <li>100 minutes per month</li> <li>100 minutes per month</li> <li>100 minutes per month</li> <li>100 minutes per month</li> </ul>	£20 per month
Independent Member	<ul style="list-style-type: none"> <li>10 monthly 100 minutes</li> <li>100 minutes per month</li> <li>100 minutes per month</li> <li>100 minutes per month</li> <li>100 minutes per month</li> <li>100 minutes per month</li> <li>100 minutes per month</li> <li>100 minutes per month</li> <li>100 minutes per month</li> <li>100 minutes per month</li> </ul>	£75 per month
Corporate Member	<ul style="list-style-type: none"> <li>10 monthly 100 minutes</li> <li>100 minutes per month</li> <li>100 minutes per month</li> <li>100 minutes per month</li> <li>100 minutes per month</li> <li>100 minutes per month</li> <li>100 minutes per month</li> <li>100 minutes per month</li> <li>100 minutes per month</li> <li>100 minutes per month</li> </ul>	£125 per month



### Peace of mind for your client

Becoming a Best member provides your clients with the reassurance that they are dealing with a trusted professional.



### Grow your business

We pride ourselves on assisting our members with growing their customer base. We put potential clients requiring help and advice, in touch with a member.



### Support & guidance

We offer guidance and support in relation to any aspect of your work, whether this be compliance, drafting documents or legislation changes.



### Industry-leading

We'll keep you fully informed of how changes may affect your business – and position yourself as a leading member of the industry.



### Digital Innovation

We offer a fully online sign-up and renewal process so that you can join without taking any further lengthy or costly training courses.



### Use of the Best logo

Our members can use the Best logo on their documentation. Our logo represents a trusted, ethical and accountable individual.

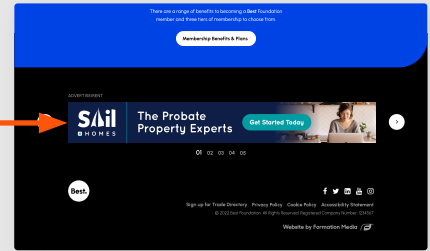
A

# Sitewide Website Banner Adverts

Randomised banners displaying sitewide including the homepage, news, articles, Find Member and sitewide footer.

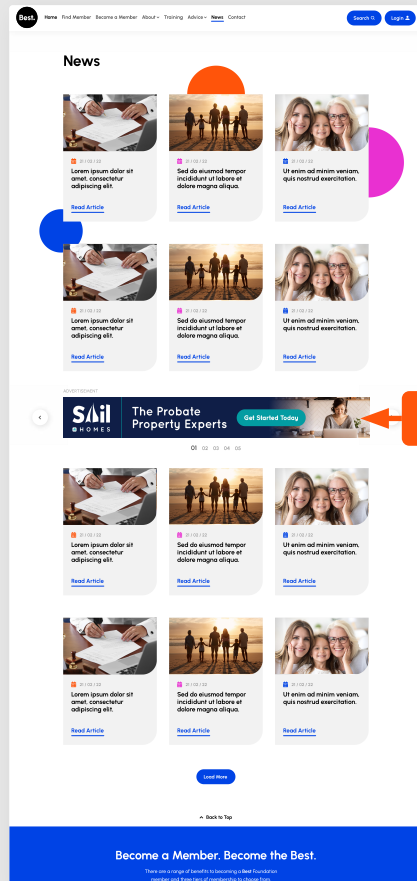
Your advert on every page of the website!

## Sitewide Footer

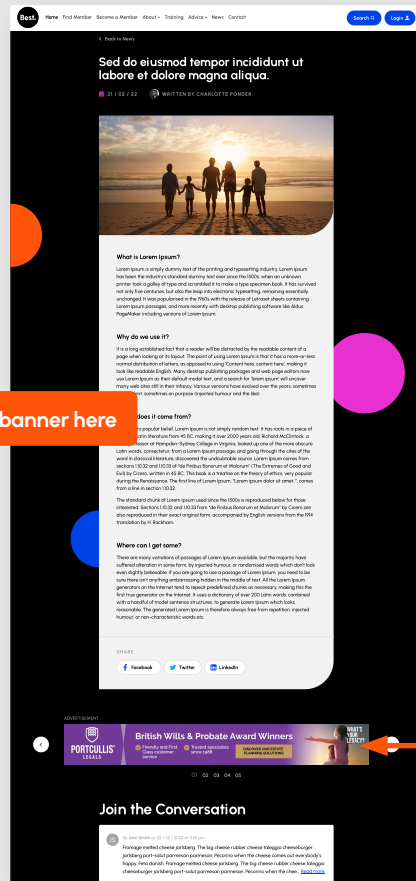


Your banner here

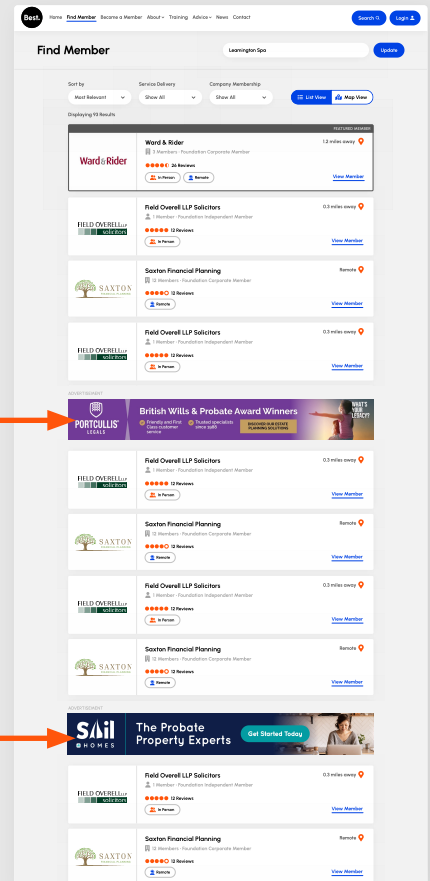
## News Page



## All Articles




## Find Member Search



# B

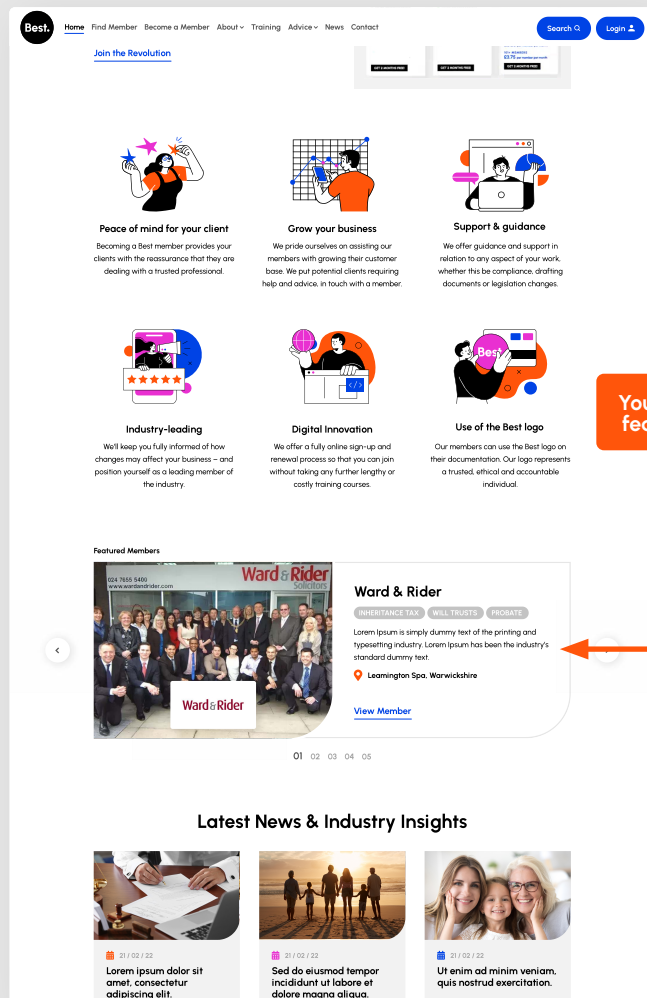
## Featured Member

 **6 months** £995: a one-off payment with a saving of £325  
**1 month** £220

A feature within the 'Featured Members' rotating carousel section of the homepage that displays logo, featured image, specialisms, description and location with a link directly to your member profile page.

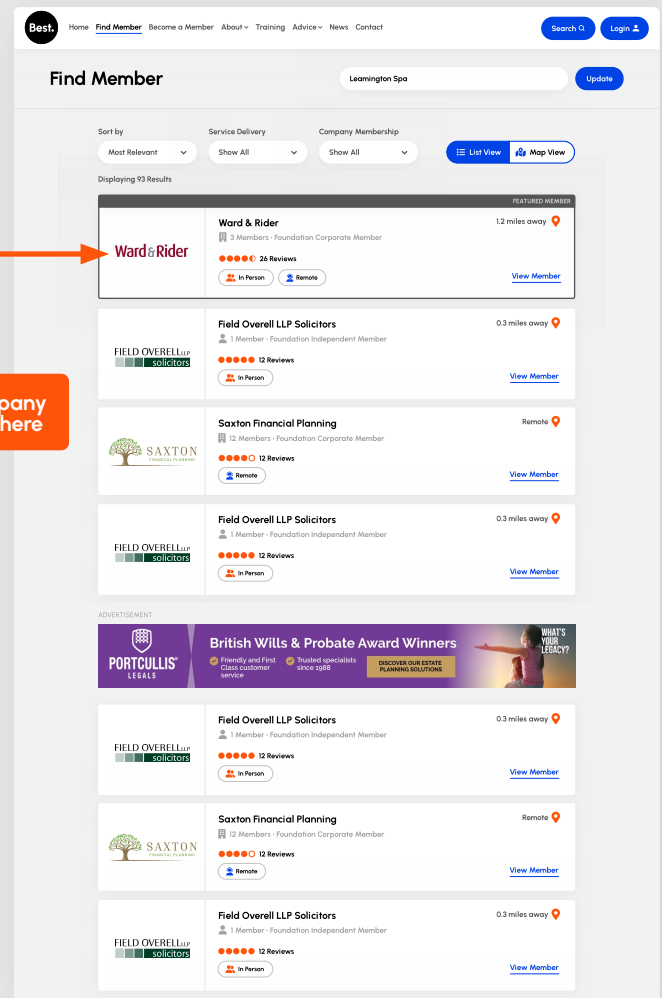
Featured and highlighted within the 'Find Member' area and will score higher within the directory algorithm - essentially appearing at the top of all search results on the page.

## Homepage



The homepage features a navigation bar with 'Best.' and links for Home, Find Member, Become a Member, About, Training, Advice, News, and Contact. A search bar and login button are also present. Below the navigation, there are three columns of benefits: 'Peace of mind for your client', 'Grow your business', and 'Support & guidance'. Each benefit is accompanied by an icon and a brief description. A 'Featured Members' carousel is shown, with 'Ward & Rider' highlighted as the featured member. Below the carousel, there is a 'Latest News & Industry Insights' section with three news items, each with a date and a short headline.

## Find Member Page



The Find Member page shows search results for 'Leamington Spa'. The search bar contains 'Leamington Spa' and an 'Update' button. Below the search bar, there are filters for 'Sort by' (Most Relevant), 'Service Delivery' (Show All), and 'Company Membership' (Show All). A 'List View' and 'Map View' button are also present. The search results display a list of members, with 'Ward & Rider' at the top, marked as a 'FEATURED MEMBER'. Below the featured member, there are several other members listed, including 'Field Overall LLP Solicitors' and 'Saxton Financial Planning'. An advertisement for 'British Wills & Probate Award Winners' is also visible.

Your company featured here



# Trusted Suppliers Directory



**1 year** £550: a one-off payment with a saving of £50  
**Monthly** £50 with a 12 month contract

Apply and sign up to be listed on the Members Trusted Suppliers Directory using this simple online form <https://bestfoundation.org.uk/trusted-suppliers-directory/>

You can sign up as an existing member, or as a supplier of **products, services or training**. Your application will go to approval with the Best Foundation team, and will be accepted if your company delivers benefits to our members.

Upon acceptance, make payment and log into the dashboard with the ability to set up your profile, as well as add offers and training courses to promote to members.

## Trusted Suppliers Directory Listing

**Trusted Suppliers Directory**

[Edit Your Trusted Suppliers Directory Profile](#)

**Search for a Trusted Supplier**

Refine

- View All
- Training Provider
- Estate Planning Services
- Digital Marketing
- Insurance
- IT Support
- Signage
- Office Fitting & Supplies
- Software

	<b>Alpha Legal</b> SOFTWARE TRAINING PROVIDER Wolverhampton, West Midlands Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut consequat condimentum nulla eu aliquet. Morbi condimentum nibh erat. Nulla luctus et augue nec faucibus. Aenean erat quam, mattis in ligula id, varius cursus dolor. Vivamus varius velit sit amet ultrices sagittis. 3 Products / Services on offer 25 Training Courses on offer <a href="#">View Profile</a>
	<b>Formation Media</b> DIGITAL MARKETING Warwick, Warwickshire Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut consequat condimentum nulla eu aliquet. Morbi condimentum nibh erat. Nulla luctus et augue nec faucibus. Aenean erat quam, mattis in ligula id, varius cursus dolor. Vivamus varius velit sit amet ultrices sagittis. 11 Products / Services on offer <a href="#">View Profile</a>
	<b>Name of Insurance Company</b> INSURANCE Harrogate, Yorkshire Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut consequat condimentum nulla eu aliquet. Morbi condimentum nibh erat. Nulla luctus et augue nec faucibus. Aenean erat quam, mattis in ligula id, varius cursus dolor. Vivamus varius velit sit amet ultrices sagittis. 8 Products / Services on offer <a href="#">View Profile</a>

## Trusted Suppliers Profile Page

**Trusted Suppliers Directory**

[Edit Your Trusted Suppliers Directory Profile](#)

[Back to Trusted Suppliers Directory](#)

**Alpha Legal**  
SOFTWARE TRAINING PROVIDER

**Location**  
e-Innovation Centre, University of Wolverhampton, Telford TF2 9FT

**Company Profile**  
Lorem ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages.

[Facebook](#) [Twitter](#) [Instagram](#) [YouTube](#)  
[LinkedIn](#)

**Products / Services on Offer**

- 10% Off Alpha Legal Software for Best Members**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut consequat condimentum nulla eu aliquet. [Find out more](#)
- Free Personal Indemnity Insurance for Best Members**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut consequat condimentum nulla eu aliquet. [Find out more](#)
- 10% Off Alpha Legal Software for Best Members**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut consequat condimentum nulla eu aliquet. [Find out more](#)

**Upcoming Training Courses**

- Webinar 91: Trust Registration – an opportunity to grow your business!**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut consequat condimentum nulla eu aliquet. Morbi condimentum nibh erat. Nulla luctus et augue nec faucibus. Aenean erat quam, mattis in ligula id, varius cursus dolor. Vivamus varius velit sit amet ultrices sagittis. Pellentesque sed nunc.  
Location: Remote  
Date & Time: 08/07/2022 at 10am-11am [Find out more](#)
- Estate Planning Foundation Course Part 1**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut consequat condimentum nulla eu aliquet.

# Summary

Code	Description	Banner Size & Details	Monthly Cost	6 Month Cost	Yearly Cost
<b>A</b>	<b>Sitewide Website Banner Adverts</b> Randomised banners displaying sitewide including the homepage, news, articles, Find Member and sitewide footer	<b>Desktop</b> 1280w x 170h px <b>Mobile</b> 370w x 280h px	£220	£995: a one-off payment with a saving of £325	n/a
<b>B</b>	<b>Featured Member</b> A feature within the 'Featured Members' rotating carousel section of the homepage that displays logo, featured image, specialisms, description and location with a link directly to your member profile page. Featured and highlighted within the 'Find Member' area and will score higher within the directory algorithm - essentially appearing at the top of all search results on the page	n/a	£220	£995: a one-off payment with a saving of £325	n/a
<b>C</b>	<b>Members Trusted Supplier Directory</b> You can sign up as an existing member, or as a supplier of products, services or training. Your application will go to approval with the Best Foundation team, and will be accepted if your company delivers benefits to our members.	n/a	£50 with a 12 month contract	n/a	£550: a one-off payment with a saving of £50

## Require banner design help?

If you want to advertise in a professional manner, we also offer a graphic design service! We can design your desktop and mobile optimised banner at a one-off cost of £275.00.

Description	One-off Cost
<p>Please email the below information for your company to <a href="mailto:advertising@bestfoundation.org.uk">advertising@bestfoundation.org.uk</a></p> <ul style="list-style-type: none"> <li>• Website link</li> <li>• Colour - RGB values or hex code</li> <li>• Logo</li> <li>• What key message, copy or text would you like on the banner?</li> <li>• What call to action / button would you like on the banner?</li> <li>• Where is the banner linking? To your member page or your website?</li> <li>• What imagery would you like on the banner?</li> <li>• Do you have brand guidelines?</li> <li>• Do you have any existing marketing material (eg. leaflets or posters) that we can follow the style of?</li> </ul>	£275.00



[bestfoundation.org.uk](http://bestfoundation.org.uk)