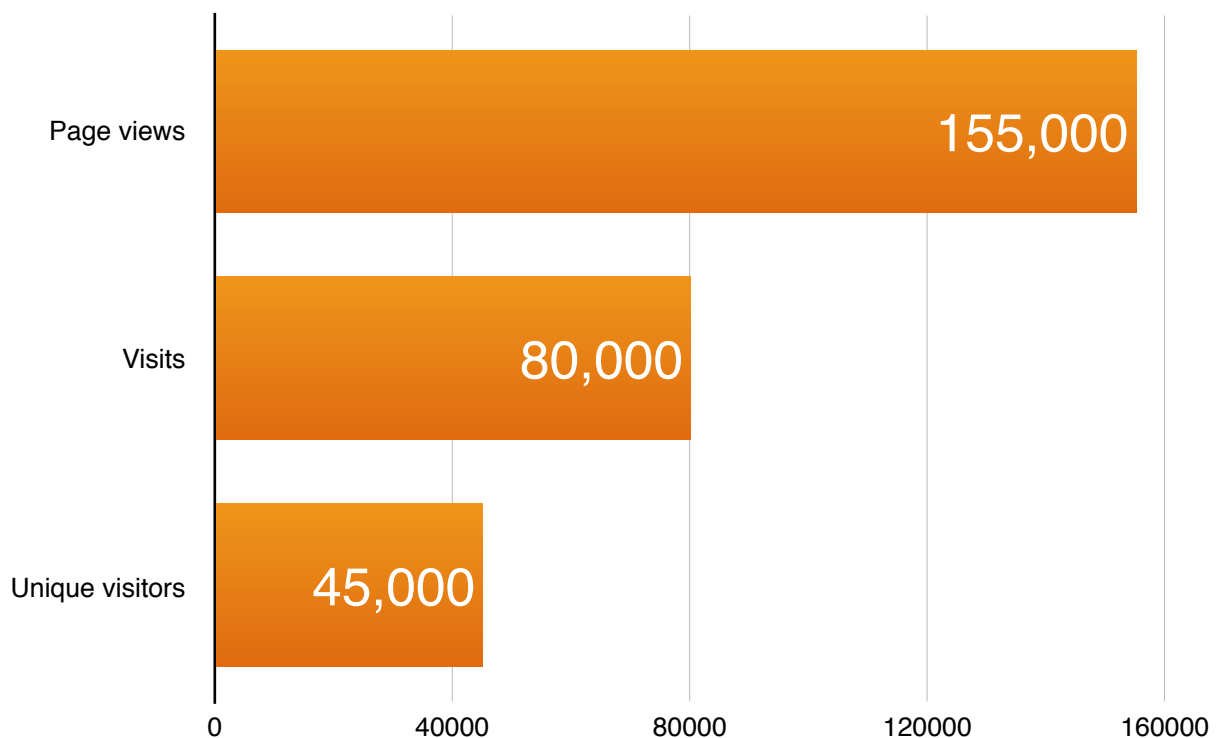


Advertising pack

Free Movement is an immigration law website aimed at immigration lawyers and members of the public affected by immigration law issues. It was established in 2007 and is updated usually three or four times per week, sometimes more. The content is carefully written by authors and is trusted by readers.

Free Movement is the leading immigration law website in the UK and is thought to be the most widely read of the specialist legal blogs.

Readership for July 2014 was, according to Google Analytics:



Page views are the number of times a page of the website is loaded on a browser

Visits are the number of visits by users, some of which may be repeat visits in the time period

Unique visitors are the number of individuals who have visited.

Other statistics:

Returning
visitors

54%

Average
pages
viewed

2

Average
visit length

2 min
34 sec

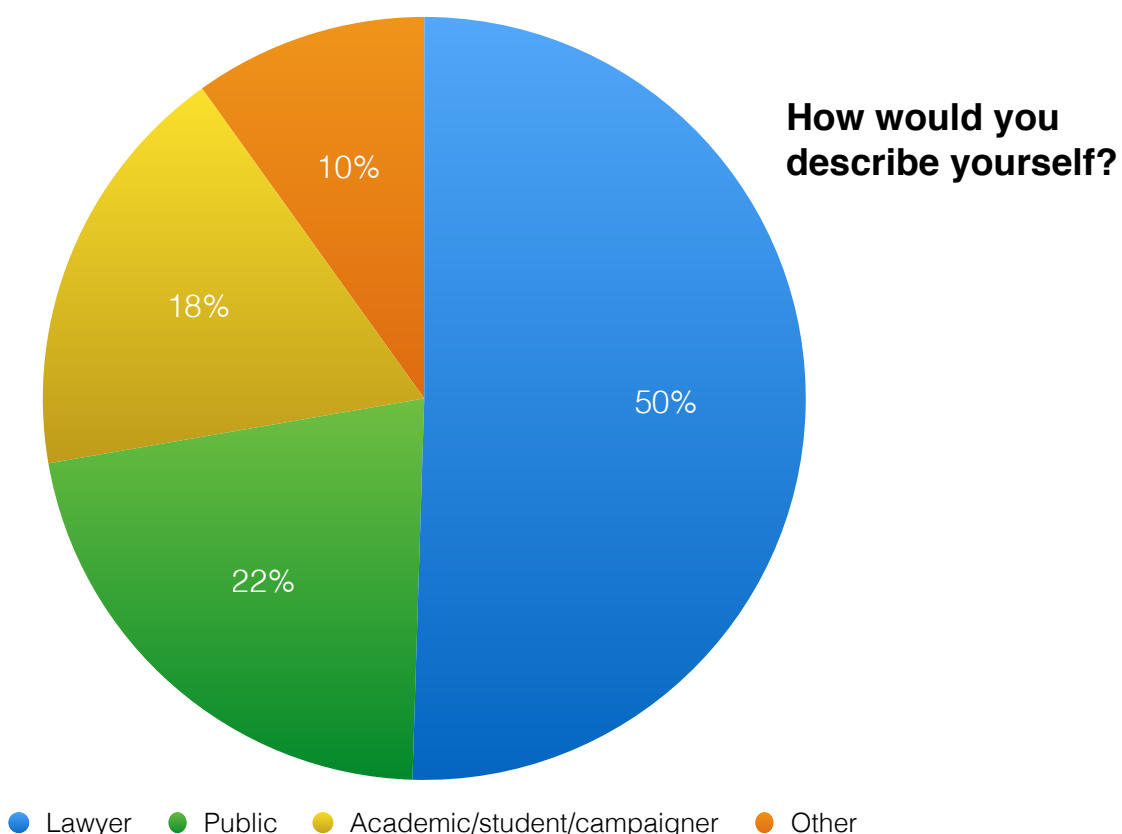
Google
Pagerank

4 / 10

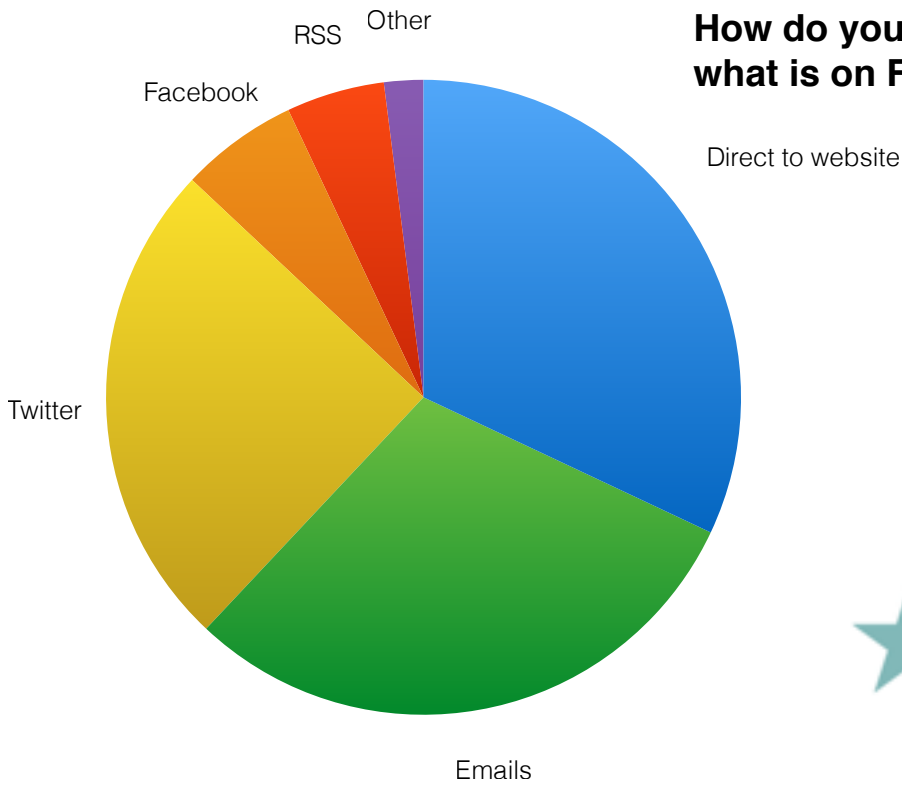
As well as readership on the website, the associated [Twitter account](#) has 5,000 followers and there are over 4,200 email subscribers. Engagement with emails is well above the industry average.

Who are Free Movement readers?

In September 2013 a readership survey was carried out. 153 responses were received and the results can be seen [here](#). Readership has grown considerable since then but the survey tells us something about Free Movement readers and what they think of Free Movement.



How do you mainly find out what is on Free Movement?

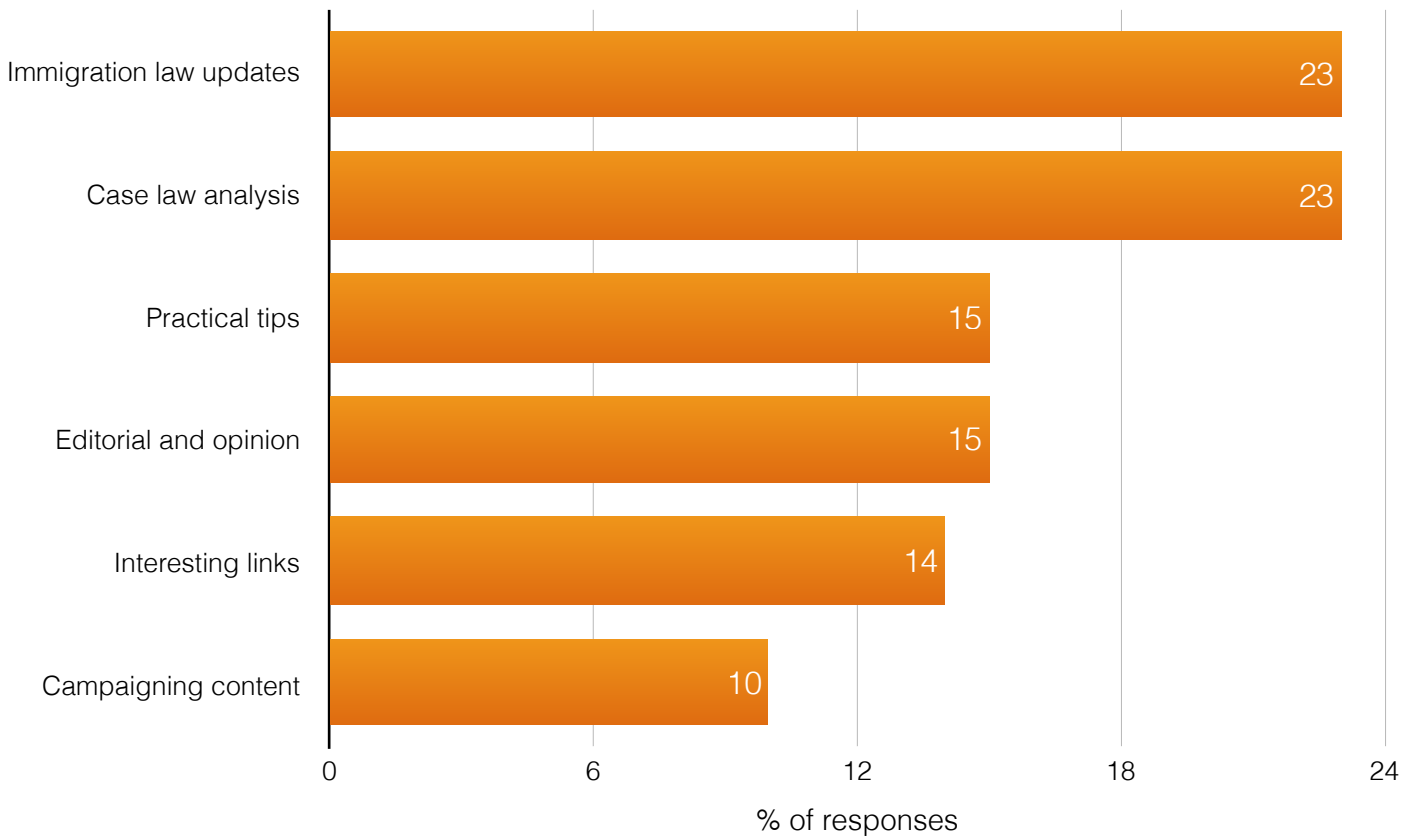


What do you think of Free Movement overall?



4.69 average rating

What kind of content on Free Movement do you most enjoy?



Advertising options

All adverts on Free Movement are managed and paid for through the agency buysellads.com. Your advert is uploaded to their website then automatically displayed on Free Movement. Essentially, you need to create an advert in the correct dimensions for the spot you purchase and you must purchase a spot for a specific time period. The Free Movement page can be found at <https://buysellads.com/buy/detail/244636>.

Display adverts are available in the sidebar on Free Movement. The Free Movement sidebar appears on the home page of the website and also on all individual blog posts. It does not always appear on specific pages such as 'contact' and 'about' pages.

Three spots are currently available:

	Placement	Size	Price
Spot 1: large	Upper sidebar, immediately below email sign up form. Only one ad space available.	300 x 250	\$400 per 30 days
Spot 2: medium	Middle sidebar, below Spot 1. Two ad spaces available.	300 x 150	\$300 per 30 days
Spot 3: medium	Middle sidebar, below Spot 2. Four ads available here on rotating basis showing 2 at any one time.	300 x 150	\$250 per 30 days

[Buysellads.com](https://buysellads.com) work in dollars. Rates may increase over time. Further advertising opportunities in posts, emails and as banners may be made available in future.

Optimising your results

I would strongly advise that you are clear about your offering and why a Free Movement reader should click your advert.

Design. The design of the advert is entirely up to you, other than that no animated adverts are allowed. Your advert simply needs to fit within the spot you have purchased. If you need help with designing an advert, any small design agency can help. An advert that is relatively "clean" and clear but which stands out and which does not include too much text is more likely to attract interest and engagement.

Landing page. Whatever type of advert you choose, a dedicated [landing page](#) on your own website is more likely to help you convert click-throughs into customers.

Call to action. On the advert and on a landing page, a targeted call to action, offer or proposition is far more likely to attract attention and create new customers than a static "awareness raising" advert. Think carefully about who your advert is aimed at and why they might want to click on your advert. A discount or special offer or free trial will be an attractive proposition to the potential customer. Alternatively, you might consider some other call to action or "thing to do" so that person engages with you, such as a request for further information, an invitation to join a mailing list, a request for a price quote, or an opportunity to "buy now." A single clear call to action works better than multiple calls to action.

Terms and conditions

All adverts are subject to a review process. We reserve the right to refuse any advert or advertiser for any reason and without giving reasons.

We are not liable for any claims arising from your advert or any errors in it.

The buysellads.com agency handle all payments for adverts and contractual terms. Any disputes about payment are with the agency.