



# SMALL CITY BIG PERSONALITY

## ANNUAL DIRECTORY LISTING

Directory Listings run for one year - your listing will start as soon as we receive the following info from you:

- At least one photograph that should represent your venue (this could be the shop front, a product you sell or you in your business!)
- A description of your business up to 150 words long (please feel free to send bullet points if you'd like us to create this).
- Your logo
- Your contact details including any or all of the following: address, postcode, website, facebook, twitter, google+, phone number, e-mail and opening Hours.

As **a minimum** we require one photograph of venue, contact number and description.

Text to be supplied in an email or as a word document (or a PDF that doesn't have the fonts embedded - I just need to be able to copy and paste from it).

All pics to be good quality and saved as a jpeg or png please! If you have any issues supplying any of this please just drop me a line and we'll do our best to help.

Cost to join - £60 annually

### **Why Join?**

- **42,000 page views monthly**
- **16,000+ original viewers**
- **67% return rate**
- **4,500 monthly mailing list**

Small City, Big Personality is committed to showcasing the best of Perth and its people. We currently run all editorial free of charge and would like to continue to do this as we believe it gives interesting, honest and non-biased copy.

We created the #PerthLoveFest. We hope to bring stories from businesses like yours to people living in the area and visitors to the city. We believe this brings a positive, vibrant edge to what Perth is all about and we'd love you to be part of it.

In this digital age people are using their phones instead of leaflets, facebook instead of local newspapers and search engines instead of telephone directories. We want to bring all that is great about Perth into one easy to use site. We've worked hard to make our site mobile friendly and easy to move around and we believe we now have a great product!

All directory listings will link up to any other mention you receive on Small City via our stop press section, street life blog, big personality blog, recipe section or one big question. We will always include our directory members in other activities and editorial wherever possible.

The new Google powered, (non-advert based) search facility has improved our functionality hugely and has made this an invaluable search tool for locals and visitors.

By joining you can support this endeavour, gain valuable SEO for your own site as you link into our google juice and put yourself in front of the 16,000 unique monthly visitors we enjoy across 42,000 page views each month.

Go on, be part of the #PerthLoveFest! – Nicki