



Don't search for it, scoot it!

## Product Information

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### Banner Advertising

With more than 70% of the UK adult population now online, advertising on the Internet is a great way to generate leads for your business. Every month, millions of users are searching online business directories to find local products and services just like yours.

Scoot is one of the UK's leading online business directories offering users a fast and easy way to find all the information they need about 2 million businesses day or night. Our business listings are also featured by a wide selection of Network Partners giving your business multiple opportunities to be found on the Internet.

### Reaching Your Target Audience

Banner advertising is a proven online advertising medium that not only drives potential customers to your website, but also enhances your brand.

#### Local Banner Advert

Local banner adverts are positioned at the top of the search results pages and appear only to users searching for your products or services in your local area. A minimum of one search tag is required for your banner to be displayed.

#### National Banner Advert

If your business operates throughout the UK, then you might prefer a national banner advert. National banners are positioned at the top of the search results pages and appear to users searching for your products or services in any location. Again, a minimum of one search tag is required for your banner to be displayed.



**Banner adverts are limited in number and served on a rotation basis.**



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### Additional Options

Location Tags – For businesses that operate in multiple geographical areas, you can specify additional locations for local banner adverts in addition to your main business address.

### Banner Design

You can supply an existing banner advert or, alternatively, our in-house design team will produce a single banner advert free of charge.

Terms & conditions apply. Please see our website at [www.scoot.co.uk/legal/internet-services-terms-and-conditions](http://www.scoot.co.uk/legal/internet-services-terms-and-conditions)

For further information, please call 01642 881088, email [sales@scoot.co.uk](mailto:sales@scoot.co.uk) or visit our website at [www.scoot.co.uk](http://www.scoot.co.uk)