

Comprop SCOTLAND

Passionate about Property

A **unique**
website for
a unique
industry

Advertising and
sponsorship opportunities

A unique website for a unique industry

About CompropScotland

CompropScotland is the top source for news, information and research about the commercial property sector north of the border. As the sector fights its way out of the rubble of the property crash, we follow the story step by step and brick by brick. We chart the challenges, report the reversals, and celebrate the successes.

New site, new services, new ambitions

Following our success in achieving 2 million hits per year from Scotland's property professionals, we've now totally re-designed the website to offer our readers a much wider range of stories – and to create prime advertising and sponsorship opportunities, linked directly to particular sectors.

Our coverage

The commercial property sector is as big as oil and gas combined, yet receives scant coverage in the business press. CompropScotland bridges that yawning editorial gap with daily updates on the latest news, deals, profiles, features, research, notice of upcoming events etc – while our irreverent diary tweaks the tail of property practitioners. We follow property decisions all the way from planning proposals, through construction, and on to the completion and letting of the building.

Our aim is to cover every deal we hear about, large or small, in every part of Scotland.

CompropScotland's editorial lead comes from Stewart McIntosh, a freelance journalist with a 25-year record in covering Scotland's property sector. With 16 UK press awards for his property writing, Stewart has won the title 'UK Property Writer of the Year' on four occasions.

Our readers

Our readers include senior professionals in property development, planning, construction, property law, letting agency, surveying, valuation, rating, property finance, surveying, architects, construction, residential, house-building, public sector, and environmental sustainability.

Unique Database searching

The new website embraces technology - it is built on an advanced database search facility - offering two ways to search the site:

Option 1: Region and Sector

Each story on CompropScotland has a set of pre-determined tags applied when submitted to the database, depending on the nature and location of the story. This allows users to immediately drill down to the relevant region or sector which they are interested in. This is achieved via the drop down menus located centrally in the blue banner on the home page.

Option 2: Advance Search

If a more specific search is required, any keyword or phrase can be input to search the full database of articles on CompropScotland - this search facility can be found on the right hand side of the top blue banner.

Further Information

Editorial: Stewart McIntosh, editorial@compropscotland.com

Advertising: Ian Alexander, advertising@compropscotland.com

Production: Craig Semple, artwork@compropscotland.com

Advertising and Sponsorship options Site - Leaderboard

Site Leaderboard offers the advertiser the premier advertising positioning above CompropScotland's banner on the home page and throughout the website.

Exclusive presence, is offered based on a month by month contract or premium presence based on shared space throughout the site as one of three premium advertisers.

Exclusive positioning is offered at:

£1,500 per calendar month

Premium positioning based on a one to three ratio, based on page views is offered at:

£900 per calendar month

Mechanical Details

Advertising can be displayed at a size of 728 pixels wide by 90 pixels deep.

Formats available include .swf, gif, jpg and png

Site Sponsorship Leaderboard advert - 728 by 90 pixels



The screenshot displays the Comprop Scotland website interface. On the left is a sidebar with navigation links: Home, About Us, Comprop news, Deals, On the move, Appointments, Events Diary, Archive, Useful info, and Advertising. Below these are three featured sections: 'DIARY of events: what's on in August', 'DEAL of the day', and 'ON THE move who's moved and where'. The main content area features a 'HEADLINE STORY' titled 'Scotland's top buildings awarded by RICS' with a sub-headline 'Stewart McIntosh RICS Scotland announces results of top property awards'. Below this is a 'START TRADING FOREX WITH A \$1000 BONUS!' advertisement. The news section includes three articles: 'Jamie Oliver cooks up a new concept in George Square', 'Poundland stumps up £1000 a day for Glasgow Woolworths store', and 'Scotland's builders want Lib Dem VAT cut commitment honoured'. A fourth article, 'Sainsbury's store in Glasgow sold', is partially visible at the bottom. The website header includes the Comprop Scotland logo, navigation links, and a search bar.

Advertising and Sponsorship options **Homepage Banner**

Homepage banner offers the advertiser a central location on CompropScotland's home page, directly below the leader story. This advertising position will sit within the viewer's window without the need for scrolling upon the viewer first logging into the site.

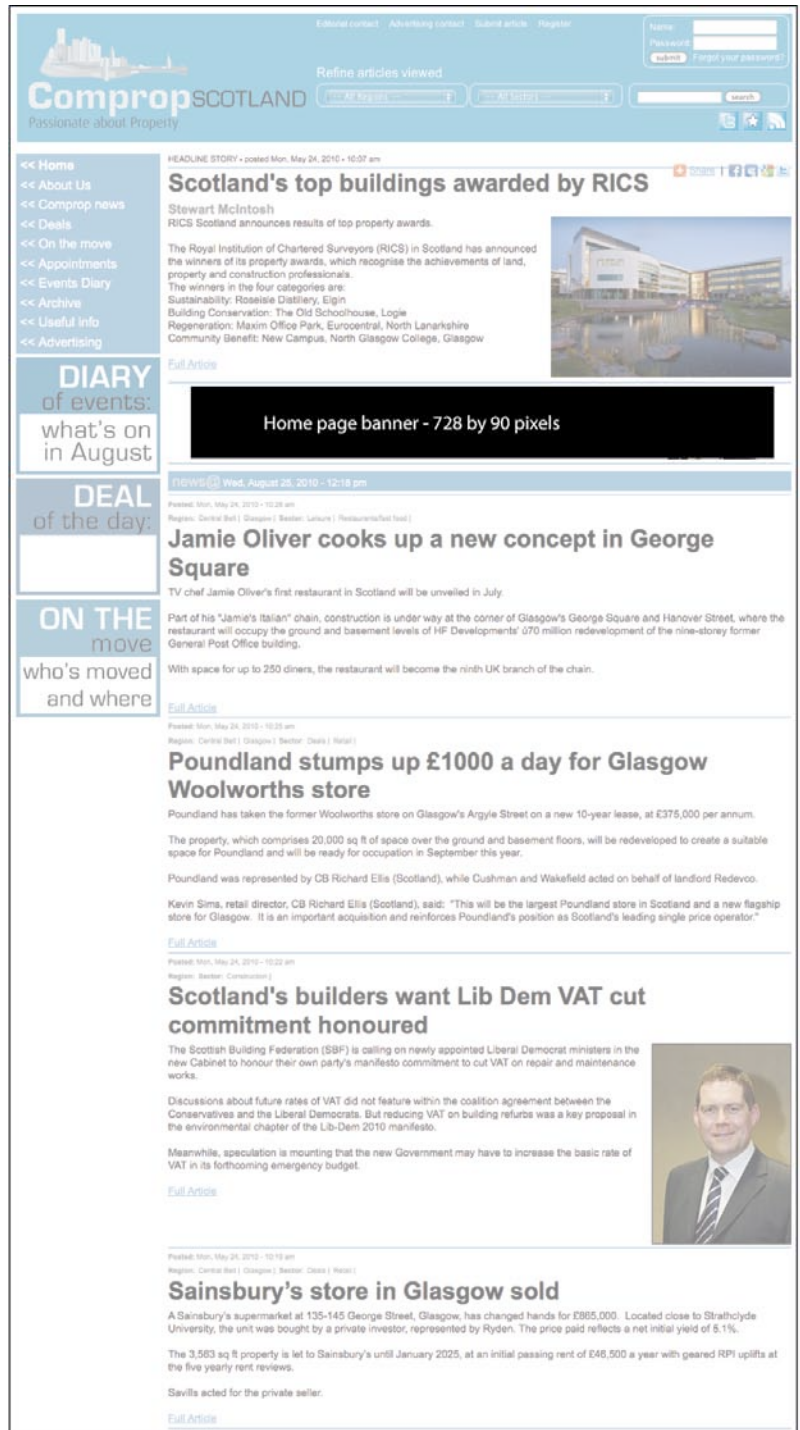
Advertising positioning is based on a one to five ratio based on page views and is offered at:

£450 per calendar month

Mechanical Details

Advertising can be displayed at a size of 728 pixels wide by 90 pixels deep.

Formats available include .swf, gif, jpg and png



The screenshot shows the Comprop Scotland homepage layout. At the top is the site logo and navigation menu. Below the navigation is a search bar and a 'Refine articles viewed' section. The main content area features a large article titled 'Scotland's top buildings awarded by RICS' with a photo of a modern building. Below this article is a black banner with the text 'Home page banner - 728 by 90 pixels'. Further down are several smaller news items, including 'Jamie Oliver cooks up a new concept in George Square', 'Poundland stumps up £1000 a day for Glasgow Woolworths store', 'Scotland's builders want Lib Dem VAT cut commitment honoured', and 'Sainsbury's store in Glasgow sold'. A sidebar on the left contains navigation links like 'Home', 'About Us', 'Deals', and 'DIARY of events: what's on in August'.

Advertising and Sponsorship options Notice Boards

Homepage advert under main navigation menu.
Either as independent advert or as part of the promotional package in an advertising feature on the site. These notice boards appear throughout the pages of the site. Top three adverts would be a premium rate. Advertising positioning is based on an exclusive basis - space not shared with other advertisers.

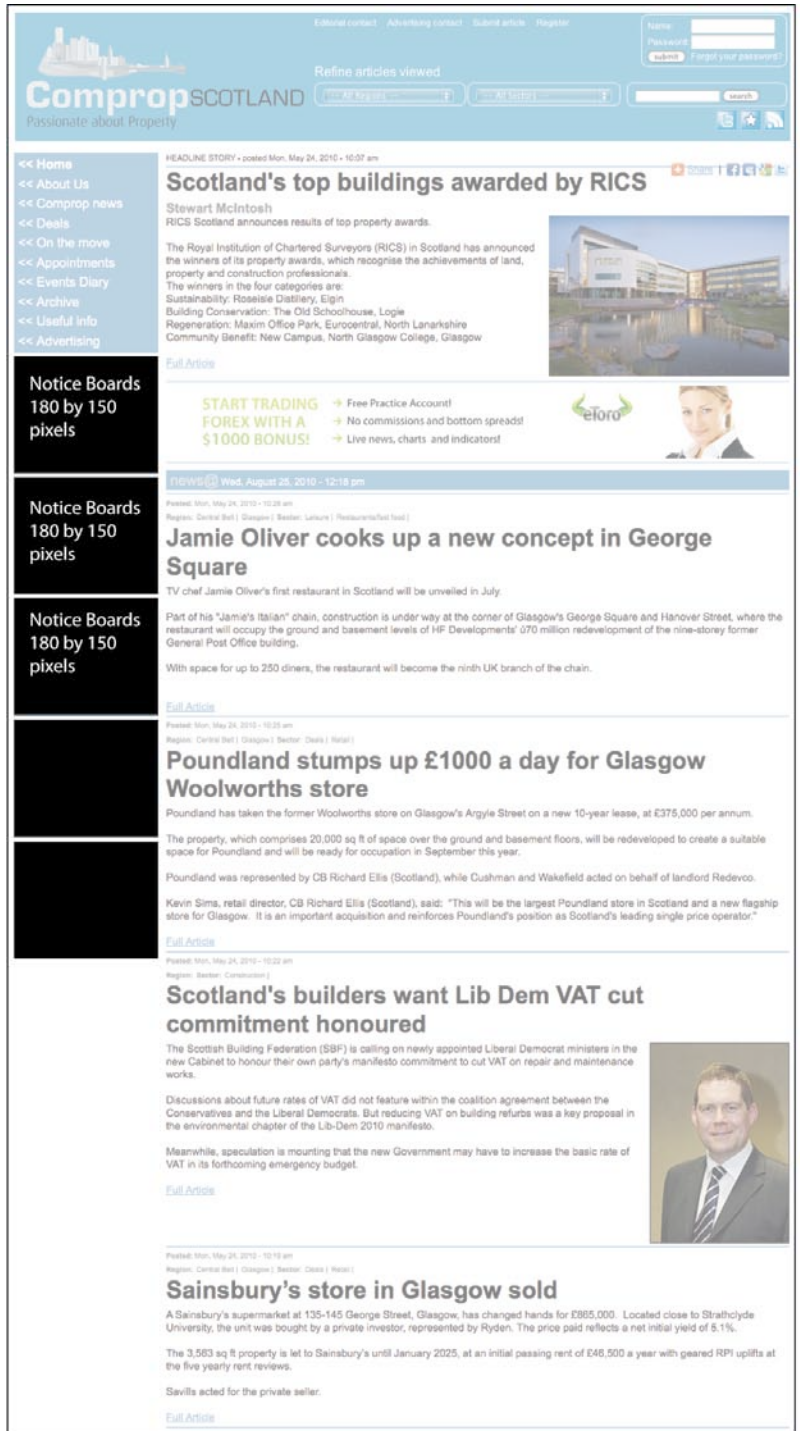
Spaces one to three below the navigation menu:
£180 per calendar month

Spaces four to six below the navigation menu:
£120 per calendar month

Mechanical Details

Advertising can be displayed at a size of 180 pixels wide by 150 pixels deep.

Formats available include .gif, jpg and png



The screenshot shows the Comprop SCOTLAND website interface. At the top, there is a navigation menu with links for Home, About Us, Comprop news, Deals, On the move, Appointments, Events Diary, Archive, Useful info, and Advertising. Below the navigation menu, there are three notice board slots, each displaying 'Notice Boards 180 by 150 pixels' and a price: £180 per calendar month for the first two and £120 per calendar month for the third. The main content area features several news articles:

- Scotland's top buildings awarded by RICS**: A headline story dated Mon, May 24, 2010, 10:07 am. It reports that RICS Scotland has announced the winners of its property awards, which recognise the achievements of land, property and construction professionals. The winners are in four categories: Sustainability: Roseisle Distillery, Eigh Building Conservation: The Old Schoolhouse, Logie Regeneration: Maxim Office Park, Eurocentral, North Lanarkshire Community Benefit: New Campus, North Glasgow College, Glasgow.
- Jamie Oliver cooks up a new concept in George Square**: A news article dated Wed, August 25, 2010 - 12:18 pm. It reports that TV chef Jamie Oliver's first restaurant in Scotland will be unveiled in July. Part of his "Jamie's Italian" chain, construction is under way at the corner of Glasgow's George Square and Hanover Street, where the restaurant will occupy the ground and basement levels of HIF Development's 070 million redevelopment of the nine-storey former General Post Office building. With space for up to 250 diners, the restaurant will become the ninth UK branch of the chain.
- Poundland stumps up £1000 a day for Glasgow Woolworths store**: A news article dated Mon, May 24, 2010 - 10:20 am. It reports that Poundland has taken the former Woolworths store on Glasgow's Argyle Street on a new 10-year lease, at £375,000 per annum. The property, which comprises 20,000 sq ft of space over the ground and basement floors, will be redeveloped to create a suitable space for Poundland and will be ready for occupation in September this year. Poundland was represented by CB Richard Ellis (Scotland), while Cushman and Wakefield acted on behalf of landlord Redevo. Kevin Sims, retail director, CB Richard Ellis (Scotland), said: "This will be the largest Poundland store in Scotland and a new flagship store for Glasgow. It is an important acquisition and reinforces Poundland's position as Scotland's leading single price operator."
- Scotland's builders want Lib Dem VAT cut commitment honoured**: A news article dated Mon, May 24, 2010 - 10:22 am. It reports that the Scottish Building Federation (SBF) is calling on newly appointed Liberal Democrat ministers in the new Cabinet to honour their own party's manifesto commitment to cut VAT on repair and maintenance works. Discussions about future rates of VAT did not feature within the coalition agreement between the Conservatives and the Liberal Democrats. But reducing VAT on building repairs was a key proposal in the environmental chapter of the Lib-Dem 2010 manifesto. Meanwhile, speculation is mounting that the new Government may have to increase the basic rate of VAT in its forthcoming emergency budget.
- Sainsbury's store in Glasgow sold**: A news article dated Mon, May 24, 2010 - 10:10 am. It reports that a Sainsbury's supermarket at 135-145 George Street, Glasgow, has changed hands for £885,000. Located close to Strathclyde University, the unit was bought by a private investor, represented by Ryden. The price paid reflects a net initial yield of 5.1%. The 3,583 sq ft property is let to Sainsbury's until January 2025, at an initial passing rent of £46,500 a year with geared RPI uplifts at the five yearly rent reviews. Savills acted for the private seller.

Advertising and Sponsorship options Feature Article

CompropScotland offers an editorial option for those wishing to promote their commercial services. The feature article will be written and edited from your supplied copy up to a maximum of 1,000 words.

It will be editorially promoted through the editorial database as well as featured as a recurring updated story on the homepage of the site - one update per week.

Feature article pages include a standard 300 by 250 pixel advert to appear on the right hand column of their feature page.

In addition, feature articles come with the option of placing a noticeboard on the homepage of the site.

Monthly Package:

Standard feature article

£500 per calendar month

Advanced feature article - with noticeboard

£600 per calendar month

Mechanical Details

Notice board advert 180 by 150 pixels

Standard advert 300 by 250 pixels

Formats available include .swf, gif, jpg and png



The screenshot shows the Comprop SCOTLAND website interface. At the top, there is a navigation bar with links for 'Editorial contact', 'Advertising contact', 'Submit article', and 'Register', along with a 'Log out' button. The main header features the site logo and tagline 'Passionate about Property'. Below the header, there is a search bar and social media icons. The main content area is titled 'Special Feature: Construction on the rise in West Lothian'. The article text discusses the development of a new manufacturing and office facility for Aggreko, part of the mixed-use Lomondgate development site. It mentions that work will start this month with completion scheduled for 2012. The article also highlights the new flagship plant used for design, development, and manufacturing of power generators and temperature control equipment. A sidebar on the left contains a 'DIARY of events: what's on in August', a 'DEAL of the day: deals done in Scotland', and 'ON THE move: who's moved and where'. The right sidebar features an 'ADDITIONAL info' section with links to 'http://www.strathleven.org' and 'http://www.walkergroup.co.uk'. The footer contains the text 'All rights Comprop - Design©2010 | Legal Disclaimer'.

Advertising and Sponsorship options Section Sponsorship

CompropScotland offers the opportunity of sponsoring certain sections of the website, including:

- Deals
- Legal
- On the move
- Events Calendar
- Diary

Access to these sponsorship sections is via the main navigation menu on the left column of the home page.

In addition, viewers accessing these sections via the refined search database located in the top banner of the page will have the opportunity to place a landscape banner which can either link to the sponsored section or direct to your website.

This package includes:

- Logo which appears in right hand column as part of the section graphic
- Standard advert which appears below the additional information on the right hand column
- Landscape advert for use on the section search home page
- Advertiser's editorial page within the site - navigated to from the additional information and/or the standard advert - word count max 1,000 words plus two images

Monthly Package:

£800 per calendar month

Mechanical Details

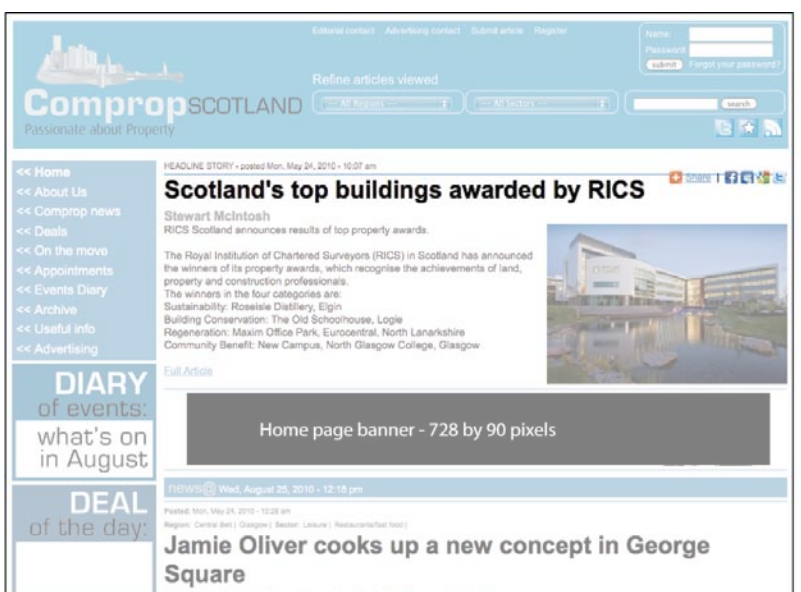
Standard advert 300 by 250 pixels

Landscape advert 728 by 90 pixels

Formats available include .swf, gif, jpg and png



The screenshot shows the 'DIARY of EVENTS' section of the CompropScotland website. The page layout includes a top navigation bar with links for 'Editorial contact', 'Advertising contact', 'Submit article', and 'Register'. Below this is a search bar and a 'Refine articles viewed' section. The main content area is divided into a left sidebar with navigation links (Home, About Us, Comprop news, Deals, On the move, Appointments, Events Diary, Archive, Useful info, Advertising) and a central calendar view. The calendar shows the month of August with several events listed, including 'Property Conference' and 'Lunch Seminar: Millar Homes'. On the right side, there is a 'DIARY of EVENTS' header, a 'Sponsors Logo' placeholder, and a 'Standard Box 300 by 250 pixels' advertisement.



The screenshot shows a news article on the CompropScotland website. The article is titled 'Scotland's top buildings awarded by RICS' and is dated 'posted Mon, May 24, 2010 - 10:07 am'. The article text mentions 'Stewart McIntosh' and 'RICS Scotland announces results of top property awards'. Below the article text is a photograph of a modern building. At the bottom of the page, there is a 'Home page banner - 728 by 90 pixels' placeholder.