



## Make an Impact Online

Large Format Review is currently the UKs' fastest growing online news portal for the wide format digital print marketplace.

Launched in 2008, our month on month growth is outstripping all expectations.

During October 2009 we had 15 times more site visitors than in January 2009.

Our mixture of regularly updated and relevant news, along with plans for further compelling online content, combined with sponsorship and attendance at the leading UK trade events, means we fully expect end-user interest in the LFR news portal to continue this rapid rate of growth.

Already with 16,000 subscribed users, who we now communicate with on a weekly basis, LFR is rapidly becoming the best way to get your message out to a receptive audience of wide format print professionals.



# News. No Spam. Just News.

## LFR - ACCESSIBLE & WELL TARGETED NEWS, DELIVERED TO YOUR DESKTOP

How do you keep up to date with the latest news? If you are like us you will expect the latest news to come via your inbox, or from your favourite website: BBC, Google, Reuters, Bloomberg, RSS feed or even Twitter and Facebook, these are the modern-day methods used to stay up to speed on what is new, what is pending, what is hot and what is not.

At Large Format Review we don't do a paper-based publication, our passion is exclusively for online content. Like many people these days, where once we were avid readers of the trade-press, today we rarely pick up a printed publication - we want our news on our desktop, news that is delivered through our favourite websites, or via our inbox, news that we have subscribed to, that we look forward to receiving, that is up to date, all-inclusive and that is accessible enough to read whenever we can snatch a few minutes.

## NEWS, WITHOUT THE SPAM, HOW REFRESHING

Our weekly LFR Email News Bulletins contain no advertising at all, no banners, no buttons, no sponsorships, no paid for links - no advertising at all, not now, not ever.

When we told some of our friends in the News fraternity that this was our intention, they thought we were quite mad.

"News without Ads, what's the point, where is the return?"

At LFR we are looking at the bigger picture, a longer term aim, based on one criteria only; deliver to our readership what they want, and only what they want, and they will remain receptive.

What they want (we know because we asked them) is Ad-free headlines, delivered as text-based links that they can quickly read through, and click on when it is of relevance to them.

Because of this, because we have delivered what we were asked for, "spam free news with no Ads", our click-through rates way ahead of all expected industry averages, and new subscriptions that come by way of forwarded email and peer-to-peer recommendations are also increasing daily.

So where is the benefit to you, the potential Advertiser on LFR?

The strict "no Ads" policy that we adhere to with our weekly LFR Email News Bulletins means that our content is read by a receptive and involved audience - we give them the headlines, and they click on the ones that interest them, these clicks take them to the LFR News Portal, at [www.largeformatreview.com](http://www.largeformatreview.com) from where they can then engage, fully, with your news story.

Inclusion in our LFR weekly Email News Bulletin is completely FREE, just send relevant news to [newsdesk@largeformatreview.com](mailto:newsdesk@largeformatreview.com)

Contact LFR Sales on Tel: 0845 873 9703

SALES@LARGEFORMATREVIEW.COM

Email not displaying properly? [View it in your browser.](#)

**lfr** Industry News, delivered to your Desktop  
**LARGE FORMAT REVIEW**

Follow LFR on Twitter RSS Feed

This weeks round-up of all the news that is relevant to the large format print professional includes a free white paper from Barbieri that highlights the cost benefits of colour profiling, make sure you download it.

**Send us your News...** Whether you are an industry expert, a printer, a signmaker or printer with an interesting case study, put your business in the spotlight, for more information contact [newsdesk@largeformatreview.com](mailto:newsdesk@largeformatreview.com)

**Clickable Headlines take reader to LFR online News Portal**

**Hardware News**

- Roland XC-540MT Metallic Printer Officially Launched
- Oce Arizona 350 XT and 350 GT Printers Win 'Product of the Year' Awards
- CWES launch new Website and announce HP Latex Demo Days
- Spandex announces Open House for Sign & Digital Businesses
- Mimaki develop innovative new UV flatbed printer with launch of JFX-1631

**Case Studies**

- Victory Screen Printing preparing for digital future with FUJIFILM Sericol
- Andesign ups speed and quality with investment in EFI-VUTEK's NEW GS3200
- The first end user report on the HP Designjet L25500

**Software News**

- EFI Fiery Announces Immediate Support for Microsoft Windows 7
- Wasatch launch Tracer in SoftRIP V6.6
- RIPs that offer support for new HP Designjet L25500

Truncated - shown below would be further News section headings including Ink News, Media News, Business News, Environment, Events.



# The LFR list that you can Rent.

## OUR 'PRODUCT BULLETIN' EMAIL LIST

No other advertising medium can deliver the level of instant response made possible with a well-targeted and effective email campaign, all the more so if it includes a call to action that delivers specific benefits to the recipient.

Talk to us; we have created email campaign for some of the biggest names in the industry, and we've delivered a tangible and measurable difference to their lead generation efforts.

## LFR OWN & OPERATE 2 DISTINCT EMAIL LISTS

**News Bulletin List** as described on the previous page (16,000 recipients): Although this list will never be made available for rental, inclusion in Bulletins is available free, simply submit stories to [newsdesk@largeformatreview.com](mailto:newsdesk@largeformatreview.com), if it is genuinely newsworthy and deemed to be of interest to our readership, it will be added to our news archives here on LFR, and included in the clickable headlines on our weekly News Bulletins.

**Product Bulletin List** (14,000 recipients): For those interested in a more comprehensive and targeted email campaign, we maintain a second Product Bulletin email list, slightly reduced in numbers (we include a clear opt-out option on every email we issue, and those people who do not like Advertising have the option to opt out with a single click), however, even with these opt-outs taken into account, we believe this remains as the best email list currently available for issuing content to the UK LFP market - available for rental, we can also help in the creation of dedicated eMail and Online marketing campaigns.

Our Product Bulletin list includes large format print users across multiple sectors, as well key industry decision makers.

We still police this list quite aggressively, and will only send out content that is of relevance and interest to our readership.

Whilst some of the above might sound negative, the positive news is that those people that choose to remain on, or add themselves to, our Product Bulletin email list are highly receptive to our content, and our click-through rates are subsequently far higher than industry averages.

Contact LFR Sales on Tel: 0845 873 9703

SALES@LARGEFORMATREVIEW.COM

## AVAILABLE FOR RENTAL TODAY

Email campaign issued to 14,000 recipient	£1400
Design of email artwork and copy	£350
Complimentary microsite/landing page	from £1500

## EXAMPLE OF A TYPICAL EMAIL CAMPAIGN

Email not displaying correctly? [View it in your browser.](#)

**Roland**<sup>®</sup> 0845 230 90 60  
[www.rolandpro.co.uk](http://www.rolandpro.co.uk)

## FEEL THE COLOUR

**The VersaUV LEC-330  
UV Inkjet Printer/Cutter**

See it on **Stand E2**  
**sign digital**  
IRELAND

**Bring print to life with the new VersaUV LEC-330.**

**Feel the colour...**

Bring print to life with the textures and special effects achievable on the VersaUV LEC-330

The LEC-330 delivers greater overall performance and versatility than the LEC-300, with higher image quality, up to twice the productivity in standard print mode, and support for an even wider range of materials including rigid substrates.

Add value - proof your commercial print jobs on your own stock, using CMYK+Gloss+White to create specialist effects such as Braille.

**Imagine:** luxurious, customised graphics with unique special effects and finishes.

**New technology, new opportunities, new profit... ..**

See the new VersaUV LEC-330 on **Stand E2** at [Sign and Digital Ireland](#).

Further attractions include a worldwide sneak preview at Roland's metallic inkjet printing solution and the new VersaCAMM SP-i series of affordable print and cut machines.

See all of these new printers in action at [Sign & Digital Ireland](#), taking place at RDS, Simonscourt, Dublin, September 23rd to 24th.

**ONLINE ADVERTISING ON THE LARGE FORMAT REVIEW NEWS PORTAL**

Put your products in prime position, and create an impact online. Large Format Review is growing at an alarming rate, with 16,000 registered users already, and daily site usage running at a higher rate still, LFR has already captured the imagination of the industry, with many users now visiting daily to keep up to date with all that is new in the large format print arena.

With plans for further development, new site features, and considerable work going on in the background to ensure we get more hits, rank higher on the search engines, and create ever more compelling and relevant content, we fully expect this growth to continue.

Our readers are your prospects, so use LFR to generate greater product awareness, generate qualified leads, and drive your sales.

From a basic 'contact package' through to full blown advertising campaigns that can include online advertising, email promotion as well as microsites and landing pages that can be used to deliver a well targeted message. We fully understand that one size does not fit all, so talk to us about tailoring a customised advertising package for you, and use LFR to help achieve your marketing goals.

**DISPLAY ADVERTISING COSTS**

**CONTACT PACKAGE**

£25 per month (or £250 annually)

Our 'contact package' delivers real value, and ensures you of click-throughs from news stories, by adding telephone numbers, email addresses and website addresses to all stories submitted.

**DISPLAY ADVERTISING**

Refer to the map on the right for details of size and position within the page. Position within the various categories are available 'first come first served'.

All Display Advertising packages include a free Contact Package (see above).

**SINGLE BUTTON** (140 x 120 pixels)

£200 per month (or £2000 annually)

**DOUBLE BUTTON** (140 x 240 pixels)

£350 per month (or £3500 annually)

**BANNER** (468 x 60 pixels)

£750 per month (or £7500 annually)

**SKY SCRAPER** (140 x 600 pixels)

£950 per month (or £9500 annually)

**MPU BLOCK** (320 x 240 pixels)

£1250 per month (or £12500 annually)

Coming soon, community pages, online expo, online tech support, video content, podcasts, webinars, opinion polls and more.

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# Websites, microsities and e-commerce

## LET US UPGRADE YOUR WEB PRESENCE

From a basic microsite or landing page that ties in to a specific product launch or campaign, through to a bespoke database driven website with interactive features such as ROI calculators, response forms, CMS based content that you can update and amend yourself, online shops, e-commerce and more.

We can develop in Flash, HTML, PHP, ASP etc.,

Call us, we can deliver a functional and effective web presence that will meet all of your budgetary and technical requirements.

## REVIEW SOME OF OUR WORK

- LFR News Portal [www.largeformatreview.com](http://www.largeformatreview.com)
- CWES Website [www.cwesolutions.co.uk](http://www.cwesolutions.co.uk)
- Digimetrix [www.digimetrix.co.uk](http://www.digimetrix.co.uk)
- Print Trader [www.print-trader.co.uk](http://www.print-trader.co.uk)

## WWW.ROLANDPRO.CO.UK - BUILT BY LFR



## WEB DEVELOPMENT PRICELIST (for guidance only, please call for a specific quote).

Basic site designs (using images and copy predominantly provided by customer), includes basic site hosting and domain.

Site of six pages or fewer	£1500
Twelve pages or fewer	£1900
Eighteen pages or fewer	£2200
Enquiry forms	from £250
Add shopping cart	from £500
Guide Price	£4k-£12k
Guide Price	£12500+
Labour only rate	£70/hour

### Extras for a basic site

Bespoke designs (includes all images/artwork origination/sourcing).

Less than 20 pages, static HTML/some DHTML

More than 20 pages, with database back-end, JSPs, e-commerce sites, comprehensive CMS system etc.,

### Standard Hourly Rates for Site Management & Updates

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