

Gofarmer Announces Competitive Banner Advertising Options

By Gofarmer

Dated: Oct 15, 2006

Cumbria based farming website Gofarmer.com has recently begun allowing banner and button advertising on the main site and on the Gofarmer Blog and Gofarmer Forum.

Cumbria based farming website Gofarmer.com, the only specialist online market place for farmers, smallholders and rural businesses, has recently begun allowing banner and button advertising on the main site and on the Gofarmer Blog and Gofarmer Forum.

Gofarmer currently has over 700 registered members with around 190 sellers listing products and services which include cattle, sheep, poultry housing, Landrovers, tractors, equestrian products, outdoor clothing, rural crafts and home reared produce delivered direct to your doorstep.

The usual cost of membership is £45.00 which enables the registered Seller to list as many products as they wish for sale for a full year. The Seller has access to their own administration area where they can add, edit or delete adverts as and when they want. Each advert can have 2 photographs placed with it. However, to attract more sellers, Gofarmer introduced a £5 special offer for the first year of membership a few months ago. This has increased new signups significantly with a handful of new sellers joining each week.

Rachel Gawith, one of the partners behind Gofarmer, said on the introduction of the £5 special offer: "we would like to attract a lot of new members and felt that the best way to do this was to allow them to test the full range of services for a nominal fee - just £5.00".

As well as being able to advertise their farm produce, livestock, machinery, B&B, rural services etc members can take part in discussions in the forum and read news articles and other features.

Now Gofarmer hopes to attract some larger advertisers to utilise its banner and button advertising options. The partners behind Gofarmer hope to make their advertising packages stand out from the usual online banner impressions through offering packages that combine banner impressions, newsletter advertising and blog and forum advertising. Packages start at just £50 a month, with discounts for long running adverts and are therefore very competitive compared to other similar banner advertising options, where larger publications with websites charge several hundred pounds a month for the same thing.

For more details on Gofarmer advertising options please visit <http://www.gofarmer.com>

Category	Farming, Marketing, Business
Tags	farming, agriculture, Advertising, banner advertising, gofarmer, cows, sheep, pigs, farms
Email	Click to email author
Website	http://www.gofarmer.com
Address	Crook End farm
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