

NATIONnews.com

Online Media Pack

2009-2010



Taking your message to the world

NATIONnews.com

Barbados' Leading Newspaper

WHO WE ARE?

Who We Are

Site Traffic

Audience

Visitors Loyalty

Online Advertising Options

Advertising Specifications

Partner with us

NATIONNEWS.COM IS BARBADOS' MOST VISITED MEDIA WEBSITE

With over 75,000 new visitors per month, **nationnews.com** is the leading news and information web site for Barbados.

Reflecting the diverse nature of the country, **nationnews.com** delivers the most up to date stories, in-depth special reports, unbeatable local sports coverage, the best regional listings, classified and cutting edge entertainment coverage.

nationnews.com is the website Barbadians at home and abroad turn to daily.

We will...

- Drive traffic to your website.
- Create awareness of your products and services.
- Offer great opportunities for niche-marketing.
- Enhance your corporate branding.
- Deliver results!

Expand
your reach
Expand
your market.

SITE TRAFFIC

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NATIONNEWS.COM has almost
2 million page views per month.

The Smartest Media Buy in Barbados.*

- Almost **2 million page** views per month.
- More than **75,000 new** visitors per month.
- Over **250,000** returning visitors per month.
- Visitors spend an average **6 minutes** on site.
- **#1 media Site** in Barbados.

**Sources: Google Analytics September 2009.*

To reach Barbadians
anywhere in the
world, your media
buy **must** include
NATIONNEWS.COM

AUDIENCE

Who We Are

Site Traffic

Audience

Visitors Loyalty

Online Advertising Options

Advertising Specifications

Partner with us

NATIONNEWS.COM users
are educated, affluent and web-savvy.

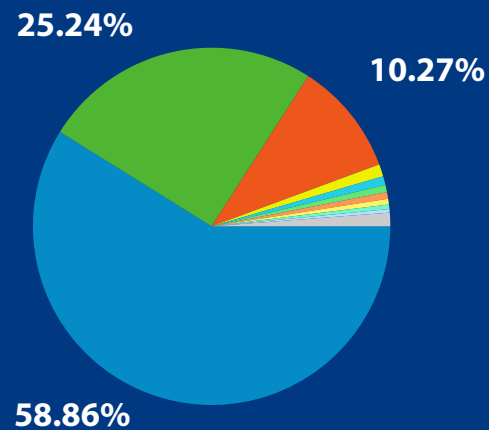
AGES:

Under 18	(3%)
18 - 25	(14%)
26 - 35	(19%)
36 - 45	(24%)
46 - 65 +	(35%)
65 +	(6%)

SOURCES:

North America	58.86%
Caribbean	25.25%
Europe	10.27%
Other	5.63%

Sources: Google Analytics September 2009.



VISITOR LOYALTY

Who We Are

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Count of visits from this visitor including current	Visits that were the visitor's nth visits	Percentage of all visits
1 time	77,852.00	21.41%
2 times	21,812.00	6.00%
3 times	13,042.00	3.59%
4 times	9,561.00	2.63%
5 times	7,644.00	2.10%
6 times	6,443.00	1.77%
7 times	5,577.00	1.53%
8 times	4,912.00	1.35%
9-14 times	22,669.00	6.23%
15-25 times	26,765.00	7.36%
26-50 times	34,466.00	9.48%
51-100 times	38,546.00	10.60%
101-200 times	37,731.00	10.38%
201+ times	56,636.00	15.57%

Most Repeated Visits

Sources: Google Analytics September 2009.

HOME PAGE ADVERTISING

Who We Are

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Visitors Loyalty

Online Advertising Options

Advertising Specifications

Partner with us

Home Page Advertising

Leader Board

Medium Banner

Video Big Box

Video Pre-Roll

Classifieds

Give your brand an advantage by advertising on the **NATIONNEWS.COM** home page with leaderboard, big box or medium ad units.

Benefits

- Top positioning and first-rate impressions
- Be seen by an average of over 250,000 visitors each month
- Links to your company's web site
- Monthly tracking reports provide impressions and click-through statistics

LEADERBOARD

Specifications:
Dimensions: 595x76 pixels
File size: 40k or less
Format: Animated GIF or JPEG, FLASH also accepted

MEDIUM BANNER

Specifications:
Dimensions: 233x100 pixels
File size: 40k or less
Format: Animated GIF or JPEG, FLASH also accepted

BIG BOX SPECIFICATIONS:

Big Box Specifications:
Dimensions: 233x209 pixels
File size: 40K or less
Format: Animated GIF or JPEG
FLASH also accepted

LEADERBOARD 595 (w) x 76 (h) pixels

MEDIUM BANNER
233 (w) x 100 (h) pixels

BIG BOX
233 (w) x 209 (h) pixels

VIDEO ADVERTISING

Who We Are

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Visitors Loyalty

Online Advertising Options

Advertising Specifications

Partner with us

Home Page Advertising

Leader Board

Medium Banner

Video Big Box

Video Pre-Roll

Classifieds

Engage visitors with a fully interactive video in the ***premium position.***

Benefits

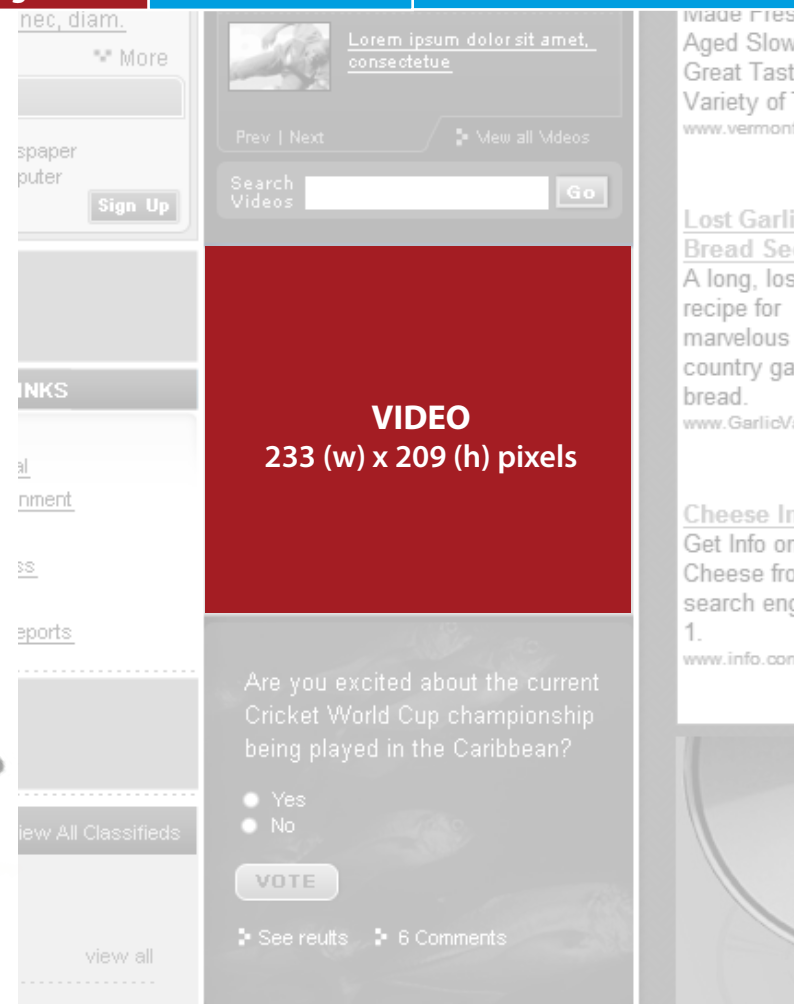
- Embedded video automatically plays when page downloads
- Interactive with user activated sound, forward and replay
- Monthly tracking reports with impression and click-through statistics
- Links to external web site

Video Big Box Specifications:

MPEG, AVI, Windows Media (wmv) accepted. **NO DVD'S**

Recommended length 15 seconds (maximum 30 seconds)

Logo: 45x300 pixels and choice of background color



VIDEO PRE-ROLL ADVERTISING

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Home Page Advertising

Leader Board

Medium Banner

Video Big Box

Video Pre-Roll

Classifieds

PREVIEW AD

Present a 15-second "commercial" profiling your company or open positions prior to **NATIONNEWS.COM** videos, which focus on local and national news stories, event recaps, and interest pieces.

- 26% of internet users watched videos online.
- By 2012, 80% of internet users will regularly view video advertising.

Benefits

- A companion ad for additional exposure interactivity and response
- Committed and engaged viewers – Actively choose to watch the clip

Pre-roll Video Specifications:
 15 seconds FLV, MPEG2, MOV, WMV
 Bit rates: 300-700 mbps
 Resolution: 640 by 480
 Frame Rate: 15 frames/ sec
 Companion Ad: 233 x 209
 Leave Behind Ad: 300 x 100



More

Sign Up

LINKS

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view All Classifieds

view all

More traffic woes coming - Page 3

BUILDERS PARADISE

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NEAR

More traffic woes coming - Page 3

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Prev | Next

View all Videos

Search Videos

Go

VIDEO PRE-ROLL

233 (w) x 209 (h) pixels

Are you excited about the current Cricket World Cup championship being played in the Caribbean?

☐ Yes
 ☐ No

VOTE

See results 6 Comments

Made Fresh

Aged Slowly

Great Taste

Variety of T

www.vermont

Lost Garlic

Bread Sec

A long, lost

recipe for

marvelous

country gar

bread.

www.GarlicVa

Cheese In

Get Info on

Cheese from

search eng

1.

www.info.com

NATIONnews.com

Barbados' Leading Newspaper

LEADERBOARD ADVERTISING

Who We Are	Site Traffic	Audience	Visitors Loyalty	Online Advertising Options	Advertising Specifications	Partner with us	
Home Page Advertising			Leader Board	Medium Banner	Video Big Box	Video Pre-Roll	Classifieds

Promote your company with our **QUICK TO LOAD** ad unit.

Benefits

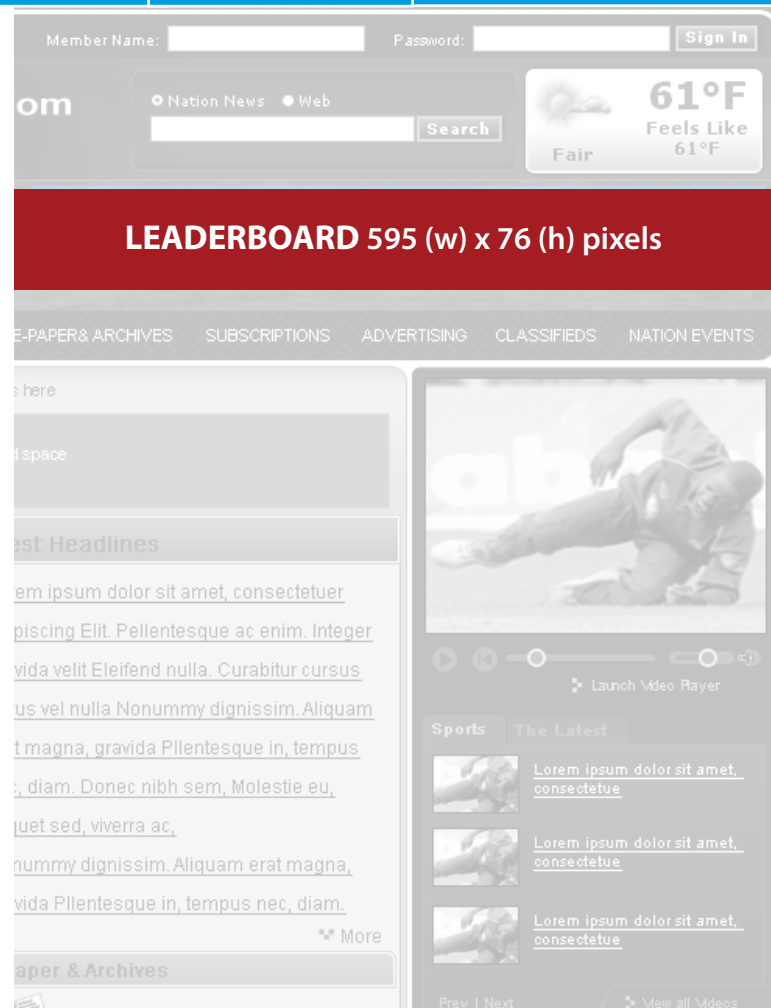
- Leaderboards are the first advertisement seen when a user visits a page
- Links to external web site
- Monthly tracking reports provide impressions and click-through statistics

Leaderboard Specifications:

Dimensions: 595x76 pixels

File size: 40k or less

Format: Animated GIF or JPEG,
FLASH also accepted



CLASSIFIEDS

Who We Are

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Advertising Specifications

Partner with us

Home Page Advertising

Leader Board

Medium Banner

Video Big Box

Video Pre-Roll

Classifieds

Promote your products/services in our online Classifieds.

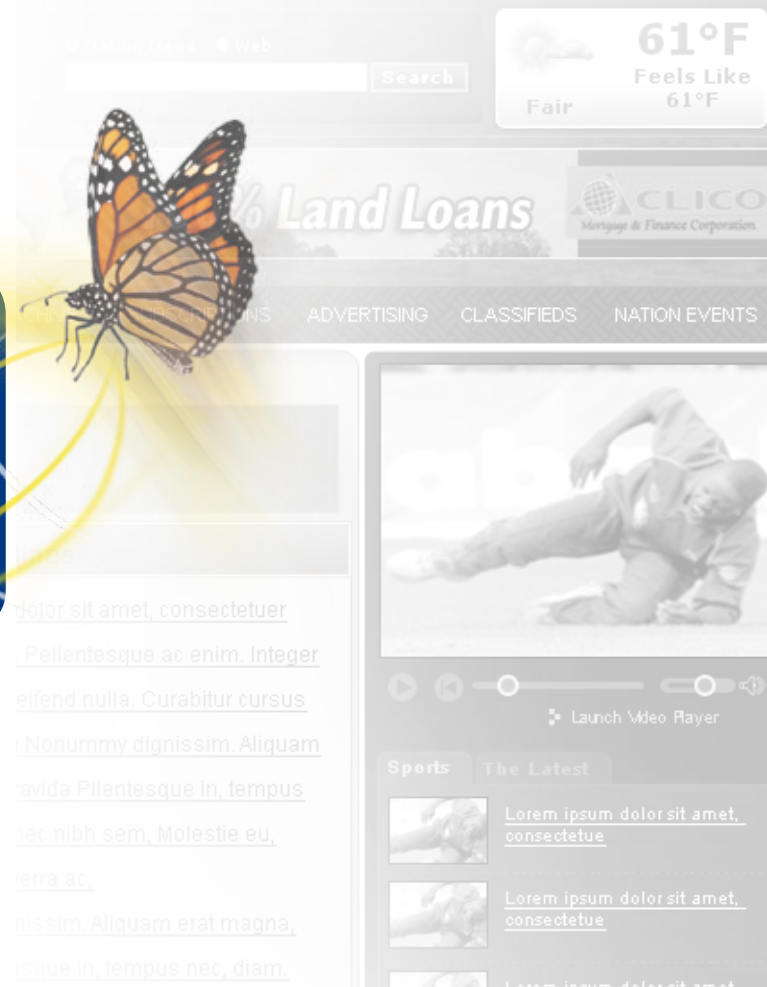
Have your banner ad or video on the most visited classified site on the island

Benefits

The most extensive classified listing on the island.
Highly visited section of the Nationnews.com website
Dual listing online and in the printed editions for maximum visibility
Leaderboards are the first advertisement seen when a user visits a page
Links to external web site
Monthly tracking reports provide impressions and click-through statistics

For further information please call :

Marcelle Trotman
Senior Classified Advisor
Tel: (246) 430-5524 **Email: marcelletrotman@nationnews.com**





MEDIUM BANNER ADVERTISING

Who We Are	Site Traffic	Audience	Visitors Loyalty	Online Advertising Options	Advertising Specifications	Partner with us
Home Page Advertising	Leader Board	Medium Banner	Video Big Box	Video Pre-Roll	Classifieds	

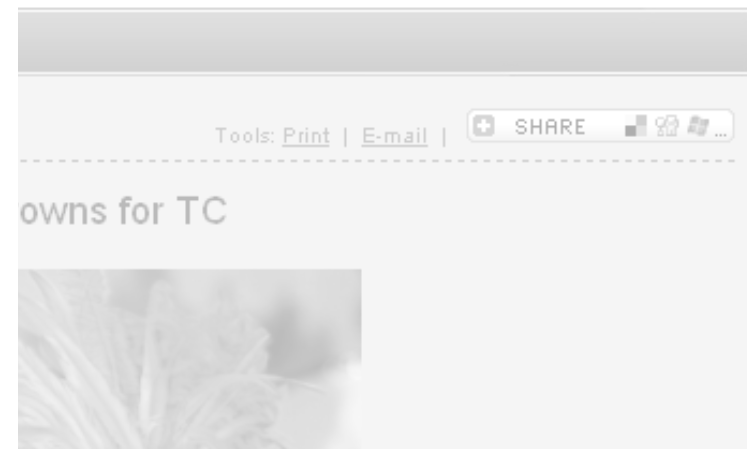
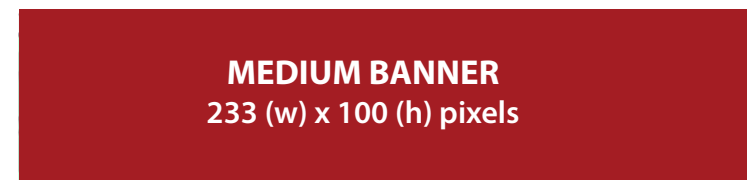
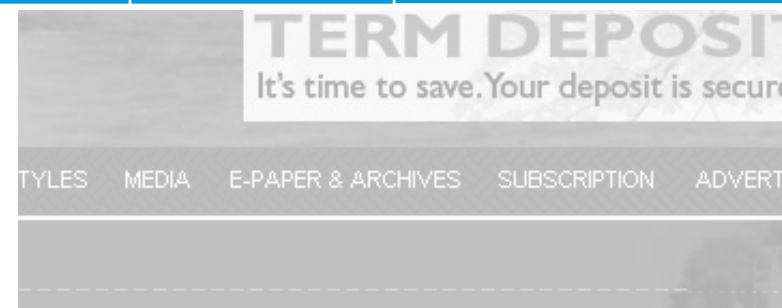
PUNCHY attention getters.

Benefits

- Short Leaderboards/banner ads are easy to read and can be static or animated
- Easy to design and change
- Ads usually load quickly
- Links to external web site
- Monthly tracking reports provide impressions and click-through statistics

Leaderboard Specifications:

Dimensions: 233x100 pixels
File size: 40k or less
Format: Animated GIF or JPEG,
FLASH also accepted



ADVERTISING SPECS & RATES

Who We Are

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Advertising Specifications

Partner with us

GENERAL SPECS:

- **N**o animation may exceed 15 seconds (with some additional restrictions on certain products as stated below). Ads may permit re-initiation of animation through user interaction if clearly labeled
- **L**imit of 3 animation loops and 5 frames.
- **A**ll in page ads must have a 1 pixel border to clearly identify where the page ends and advertisement begins. If creative has a light colored or white background, creative must also have a visible border (a dark colored line) around the ad. Nationnews.com reserves the right to add a border to non-compliant creative.
- **N**o more than three separate creatives/tags per ad placement allowed at one time
- **C**reative changes: will only be permitted once per week. Exceptions to be approved by **Nationnews.com** sales and ad operations departments.
- **M**aterial Due Dates: 3 business days prior to start of campaign; 7 business days prior for Rich Media.



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