



this is
**Northumberland
& The Borders**

Display, Banner Advert and Sponsorship Media Kit
Winter 2011-12

www.thisisnorthumberland.com

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Site Profile

This is Northumberland and The Borders is one of the UK's first online destination marketing websites combining searches for products with news, features, interviews, updates, and lots more.

We aim to be a leader in travel and tourism coverage and are committed to publishing high-quality, relevant and informative articles that will engage readers and keep them coming back to our website. This means we'll have a captive audience interested in what *you* have to offer.

One-hundred percent of our content is available to search engines, so *This is Northumberland and The Borders* offers you enormous potential to expose your business/organisation to thousands of interested people.

Why advertise online? Seventy-seven percent of UK households have Internet access*; and the addition of online advertising, as well as print advertising, generates the greatest increase in brand awareness**.

By advertising on www.thisisnorthumberland.com you reach readers who are:

- Keen and engaged in travel and tourism in this part of the world
- In charge of spending decisions about their individual or family holiday and day trip plans
- Employed in group travel or the management of holidays for individuals or groups
- Employed in the provision of services and products to people committed to spending time and money in Northumberland and The Scottish Borders.

All adverts on thisisnorthumberland.com:

- Target your advertising on a website specifically about travel, tourism and short breaks in Northumberland and The Scottish Borders
- Funnel people to your website when they click on your advert
- Are affordable, for both very small businesses and larger companies
- Give you accessible tracking and stats.

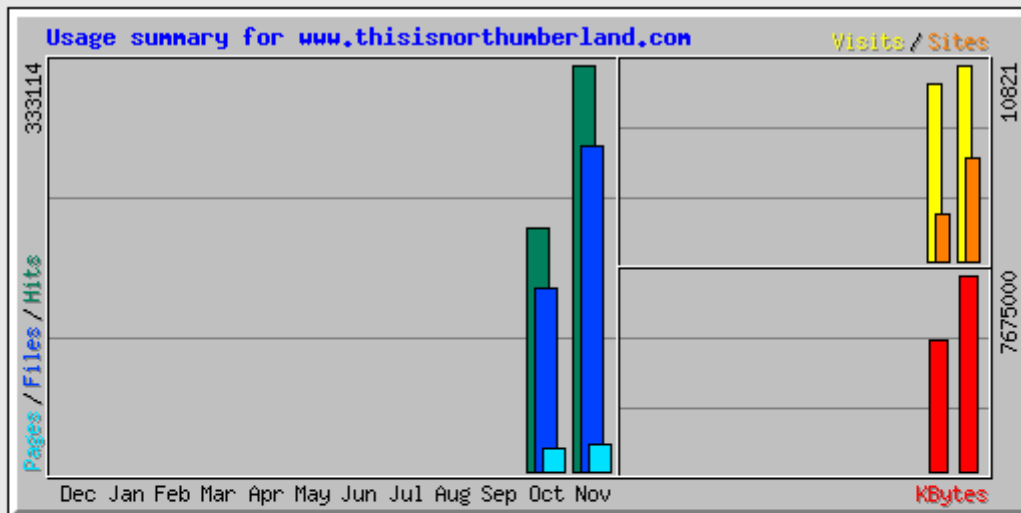
* Office for National Statistics, Publication: Internet Access - Households and Individuals, 2011.

** Media Post's Marketing Daily.

Stats

Thisisnorthumberland.com had more than 10,000 unique visitors in its first full month live - November, 2011. The site is drawing its metrics from its host server log which has been modified to remove all bots, spiders and junk queries. For specific search terms the site's results are outstanding. For example, for the search term 'Hexham Hydro Project' our site is on page one of Google, in position six or seven. This is higher than the *Hexham Courant*, a news website that has had an online presence for many years. Read more here about our first full month's performance: <http://bit.ly/s4RDN8>

Contact us for the most up-to-date metrics information about the site.



Summary by Month										
Month	Daily Avg				Monthly Totals					
	Hits	Files	Pages	Visits	Sites	KBytes	Visits	Pages	Files	Hits
Nov 2011	11103	8902	754	360	5679	7675000	10821	22627	267067	333114
Oct 2011	6405	4835	596	315	2590	5095950	9795	18482	149908	198566
Totals						12770950	20616	41109	416975	531680

Ad Variables and Definitions

Ad rotation: Ad rotation means that more than one ad can run in an advert placement spot. Thisisnorthumberland.com has a low ad rotation rate of up to five adverts per slot running at any one time. This gives advertisers high value, especially when combined with our low rates and high stats. The low rotation rate means your an advert will have a minimum view of 20% and a maximum view of 100%. The rotation rate of five ads per slot is low by industry standards, with some sites having a high of eight and even ten ads per slot.

Targeting: You can buy an advert which runs on every page of www.thisisnorthumberland.com; this is referred to as *run-of-site* (ROS). Alternatively, you can target your message and buy an advert that runs in a specific category such as *Food, Destinations, Accommodation, Explore, Events* etc.

Ad production and design: The costs below do not include advert creatives, writing or design. We can design an advert for you if you don't have one or don't have a designer at hand. Just send us your logo and a brief description of what you want and we will develop your ad and let you review it. The minimum cost is £40 per ad, depending on requirements. Contact us at northumberlandfirst@gmail.com.

Billing model: All banner and display adverts are billed according to display time. As a new website we have chosen a display time billing model (rather than pay-per-click or per-page views) because we believe it to be the fairest method for us and new advertisers. In the future this model will change according to client requests, site use and page impressions.

If you want pay-per-click or per-page impressions, please see our button ad text advert options, described on our [Advertise page](#) and accessible from the homepage.

Technical requirements

Acceptable file formats: PNG, JPG, GIF, or SWF/Flash* (we accept Flash files published as version 9 and Action Script 2 or below. Frame rate must be a maximum of 21 frames per second. A Flash ad should not flash/blink more than three times per second).

Maximum animation length: 45 seconds.

Maximum file size: 45KB.

* Please note that in the case of Flash/SWF adverts you must also use the industry-standard 'clickTAG' parameter in order for the ad server to direct visitors to your website/landing-page. Please instruct your advert designer to use 'clickTAG', which is case-sensitive (so 'clicktag' or 'clickTag' will not work). In order for the advert to appear on devices that do not support Flash you should provide an alternative image file (PNG, JPEG or GIF) to be displayed instead.

Please continue onto next page to see ad slot sizes and locations...

Advertising Rates

Run of Site (ROS)

Please find below the available banners for ROS ad slots. As a location guideline please refer to the correspondingly-numbered **RED BOXES** on the example website screenshot (shown opposite).

1. **Leaderboard**, 728 wide x 90 high = £35 per month. Potentially our most powerful ad position below the navigation bar and above content. An advert here will yield a high click-through rate if the design and call to action are well executed.

2. **Small rectangle**, 220 wide x 90 high pixels = £20 per month. A high-profile spot and, though small, a place that offers good potential for a bright and animated advert with a strong and simple call to action.

3. **Big box**, above the fold, 300 wide x 250 high pixels = £30 a month.

Equally as strong as the Leaderboard, Google research has identified the box ad as a successful performer because it is above the fold, has an appealing size and is seen as being in context with the overall website.

4. **Big box**, sitting on or slightly below the fold, 300 wide x 250 deep pixels = £30 a month. Again, a strong choice because of its appealing size, and is seen as being in context with the overall website.

5. **Wide skyscraper banner**, 160 wide x 600 high pixels = £35 per month.

An ad with strong images and a sound call to action will perform well here.

6. **Bottom banner**, 728 wide x 90 high pixels = £20 per month. Below all the content, this ad will perform very well for advertisers targeting target people who spend more time on websites and explore sections and links.

7. **Bottom rectangle**, 220 wide x 90 high pixels = £10 per month. Below all the content, this ad will perform very well for advertisers who want to target people who spend more time on websites.



One Category

1. **Banner above content**, 468 wide x 20 deep pixels = £20 per month

A banner here will give terrific impact, particularly if the product or service is linked or related to the website category.

2. **Big box**, below the fold, 300 wide x 250 deep pixels = £30 a month.

Equally as strong as the Leaderboard, Google research has identified the box ad as a much-sought-after position because it is above the fold, has an appealing size and is seen as being in context with the relevant category.

3. **Narrow skyscraper banner**, 120 wide x 600 deep pixels = £30 per month.

An ad with strong images and a sound call to action will perform well here if it is related to the content of the section.

For more advanced, media-rich advertising opportunities, please contact us at northumberlandfirst@gmail.com.

Advertising plus Social Media support

Want to harness our powerful Social Media accounts and give your ad campaign additional impact? Advertise on thisisnorthumberland.com and we will enhance your ad campaign with Social Media support through our Twitter and Facebook accounts. We'll provide social media tweets and mentions in a natural way so that the messages are tailored to your needs.

- Ad campaigns running one to three months: £20 for social media support
- Ad campaigns running three to six months: £35 for social media support
- Ad campaigns running six to 12 months: £45 for social media support
- Ad campaigns running 12 months and longer: £65 for social media support.

Your social media support will be truly optimised if you have a social media presence. We can help you develop this through our sister company, <http://www.creativewavepr.com>

The image shows a vertical screenshot of the 'This is Northumberland & The Borders' website. The page is titled 'The tourism & travel magazine for Northumberland & The Borders'. It features a navigation menu at the top with categories like Home, Events, Accommodation, Activities, and more. The main content area is divided into several sections, each with a red or blue box indicating an advertising opportunity:

- 1**: A red box at the top left, above the main content.
- 2**: A blue box below the main content, in the 'Accommodation & Broken Weather' section.
- 3**: A red box in the 'Christmas Fairs, Markets & Lights' section.
- 4**: A red box in the 'Holly Island Tide Times' section.
- 5**: A red box in the 'More go by bus to Berburgh' section.
- 6**: A red box at the bottom left, above the 'Recent Posts' section.
- 7**: A blue box at the bottom right, above the 'Recent Posts' section.

The text 'Page Content' is overlaid on the right side of the screenshot.

Promotional Page

A promotional page is a full page containing editorial copy, images, video or banners. You can use this promo page to publicise a one-off event, or maintain a presence for a period of time. A well-executed promotional page will significantly raise awareness of your business and also enhance your website's search engine optimisation.

The page can link from our homepage or a category within the site. Cost: £150 for three months, including tweets about your page and reference it on our Facebook page. This fee does not include copy writing, which can be arranged at cost of £30 per hour.

Sponsorship

Do you want to raise the profile of your brand, enhance your image, or simply express your passion for Northumberland and The Scottish Borders? Sponsorship can do that for you. A business or organisation can sponsor our whole site, a page, or a section. Contact us at northumberlandfirst@gmail.com to discuss opportunities, options and costs.

Forward Features

Our Forward Features list links from the homepage and also be found here: <http://bit.ly/uA4oBH>. The features cover a range of events, holidays and activities throughout the year and can be advertising can be place on or around the page. We will also run product placements and advertorials on connection to Forward Features. Add 30% to the cost of our One Category prices to determine the cost of advertising in a forward feature. The extra cost reflects that the feature will be on online for the lifetime of thisisnorthumberland.com.

How to be a Successful Online Advertiser

There are a number of variables that contribute to successful online advertising. The three main ones are:

1. Size of the advert
2. Location on a site
3. Quality of the advert.

These things contribute to the performance of the ad. An ad that performs well get more clicks directly to the advertiser's website.

If you need help with any aspect of your campaign we can assist. We can also help fine-tune your strategy and produce powerful copy and graphics, including logos.

Creative Wave PR has produced a [White Paper on successful online advertising, and you can find the main elements here](#)

Terms and Conditions

Please note that by advertising on thisisnorthumberland.com you automatically agree to our Terms and Conditions, which can be found here: www.thisisnorthumberland.com/advertise/.

How do I proceed?

Contact us at northumberlandfirst@gmail.com, and we'll get you started. We use Adspeed to manage our banner advertising. We will set up your account within Adspeed, upload your advert, and show you how to monitor your stats. Once your ad is up and running, you will have full control, if you want it, through Adspeed.com.

Contact us at northumberlandfirst@gmail.com or via the contact form on our site and we'll set you up with an account which includes a log in so that you can track your ad stats. You will need a debit card, credit card or Paypal account for payment.